

**REPORT OF THE
SECRETARY OF TRANSPORTATION**

How Virginia Is Using Transit and Transportation Demand Management Programs to Address Highway Congestion and Single Occupant Vehicle (SOV) Travel

**TO THE GOVERNOR AND
THE GENERAL ASSEMBLY OF VIRGINIA**



SENATE DOCUMENT NO.

**COMMONWEALTH OF VIRGINIA
RICHMOND
2010**



COMMONWEALTH of VIRGINIA

Office of the Governor

Sean T. Connaughton
Secretary of Transportation

November 1, 2010

The Honorable Robert F. McDonnell
Governor of Virginia
Patrick Henry Building, 3rd Floor
1111 East Broad Street
Richmond, Virginia 23219

Honorable Yvonne B. Miller
Chairman, Senate Transportation Committee
General Assembly Building, Room 315
Richmond, Virginia 23219

Honorable Joe T. May
Chairman, House Transportation Committee
General Assembly Building
P.O. Box 406
Richmond, Virginia 23218

Lady and Gentlemen:

Attached for your review is the "How Virginia Is Using Transit and Transportation Demand Management Programs to Address Highway Congestion and Single Occupant Vehicle (SOV) Travel" report as requested by the 2010 General Assembly session in Senate Bill 553. This report is provided by the Secretary of Transportation, and responds to the General Assembly's direction to:

- i. Report on actions taken by the Commonwealth, local governments, and regional transportation authorities to (i) increase transit use and (ii) reduce highway congestion and use of single occupant vehicles through programs and initiatives involving transportation demand management, transit use, telecommuting, carpooling, construction of commuter parking facilities, use of flexible work hours, and telecommunications technology.

Sincerely,

A handwritten signature in black ink, appearing to read "Sean T. Connaughton", with a long horizontal flourish extending to the right.

Sean T. Connaughton

Report to the Virginia General Assembly

***How Virginia Is Using Transit
and Transportation Demand Management
Programs to Address Highway Congestion and
Single Occupant Vehicle (SOV) Travel***

I. Introduction

This report was prepared pursuant to § 33.1-223.2:24 of the Code of Virginia, which, as stated below, requires:

“The Secretary of Transportation, in consultation and cooperation with the Commonwealth Transportation Commissioner and the Director of the Department of Rail and Public Transportation shall submit annually, not later than November 1, a report to the General Assembly on actions taken by the Commonwealth, local governments, and regional transportation authorities to: (i) increase transit use and (ii) reduce highway congestion and use of single occupant vehicles through programs and initiatives involving transportation demand management, transit use, telecommuting, carpooling, construction of commuter parking facilities, use of flexible work hours, and telecommunications technology.”

This document is the first annual report. While the primary focus of this document is to present the most recent transit and transportation demand management (TDM) initiatives that address highway congestion and single occupant vehicle (SOV) travel, this report begins with a brief overview of Virginia’s transit and TDM operational infrastructure – *who’s involved, what they do, and how they do it*. In addition, this document presents an overview of the trends that will affect the future of Virginia’s transportation system and ways that Virginia’s transit and TDM community are planning to address and leverage these trends.

This report was developed in coordination with transit and commuter services agencies; major public transportation stakeholders, including regional Metropolitan Planning Organizations (MPOs); regional Planning District Commissions (PDCs) and other organizations. Additional information is available on VDOT’s, DRPT’s and Telework!VA’s Web sites.

II. Overview of Virginia’s Transit and TDM Community

One of the Secretariat of Transportation’s primary goals is to ensure that the Commonwealth has a safe and efficient multimodal transportation system that supports economic growth and prosperity. The Commonwealth transportation system’s efficiency is realized by moving more people in fewer vehicles, moving travelers out of peak travel periods, or, in the case of teleworking, eliminating travel altogether. These efficiency-oriented results are achieved through the use of people-oriented transportation options, including transit, carpooling, vanpooling, walking, biking and teleworking. Growing congestion in the Commonwealth’s more populous areas requires the increased use of these alternatives to SOV travel.

Virginia’s Partnership Approach – Virginia’s Transit and TDM Community

In Virginia, increasing the use of transit and other options is orchestrated through a unique partnership of state, regional, and local agencies – *Virginia’s transit and TDM community* and private companies. Key members include:

- Virginia Department of Transportation (VDOT)

- State Office of Intermodal Planning and Investment
- Department of Rail and Public Transportation (DRPT)
- Planning District Commissions (PDCs)
- Metropolitan Planning Organizations (MPOs)
- Transportation Management Associations (TMAs)
- 60 transit agencies
- 18 Transportation Demand Management (TDM) agencies or local Commuter Services programs
- Network of private companies such as VPSI (national vanpool company), NuRide (national ridesharing service through employers that use incentives) and participants in DRPT's Telework!VA program

The emphasis of this report is on increasing usage of transportation options among the segment of the population that has the ability and means to choose between multiple modes of travel – known as “choice riders.” This is because of the legislatively mandated purpose of this report.

Virginia's transit and TDM community is one of the Commonwealth's finest examples of an ongoing, successful collaboration across all levels of government and the private sector. Working as equal partners, members of the transit and TDM community assume well-defined roles to accomplish their common mission – increasing the use of people-oriented transportation options. For example, DRPT provides technical and financial support to local transit and commuter service agencies through annual grant programs, consumer research, training and marketing assistance. The local transit and commuter services agencies, with DRPT's technical and financial support, implement programs at the regional and local level. Implementation is guided and supported by regional PDCs and MPOs, as well as private sector companies. Another example includes VDOT's Park-and-Ride Program. VDOT maintains a statewide network of over 340 park-and-ride lots across Virginia, facilities that support and encourage greater use of carpools, vanpools, and commuter buses. VDOT works closely with Virginia's transit and TDM agencies to ensure that these lots are located in the right areas and are promoted through regional rideshare programs.

Virginia's transit and TDM community is also known for its legacy of innovation, having first come together in the 1970s to help manage demand for limited gas supplies. Their initial focus was on carpool and vanpool formation. At that time, commuter needs and traffic flows were relatively predictable. The primary commute was from suburban locations to jobs concentrated in downtown areas. Over the years, Virginia's transit and TDM community expanded to support a host of commuter needs, such as employer support services and telework support programs. Today, Virginia's transit and TDM community addresses some of our most complex traffic-related challenges, such as congestion chokepoints and highway construction-related congestion mitigation.

Lastly, this highly effective network of innovative transit companies, TDM agencies and private sector partners is known for results. This document highlights performance outcomes; most specifically, how this network or organizations decreases total vehicle miles traveled (VMT) and reduces pollution. By increasing the use of people-oriented transportation options, Virginia's transit and TDM community has enabled the Commonwealth to continuously improve the efficiency of our overall transportation system.

III. Virginia's Transit and TDM Community's Multifaceted Approach, Related Strategies and Highlights of Most Recent Initiatives

Virginia's transit and TDM community's success has come from decades of practical experience in the marketplace. This experience has led to the conclusion that there is no one single program that can effectively advance and stimulate the use of other transportation options. Over the years, the most effective approach has proven to be a holistic approach, offering a comprehensive array of services and support programs that inform travelers about their options, motivate them to try various forms of travel, overcome some of their barriers to travel and provide incentives to reward behavior.

10 Strategic Imperatives

There are 10 core strategies that make up Virginia's transit and TDM community's coordinated, multi-disciplined approach. In this section, a brief description of each strategy is presented, followed by highlights of supporting initiatives that have been launched by the Commonwealth, local governments and regional transportation authorities.

It should be noted that the reported "*examples of recent initiatives*" represent a sample of all of the actions conducted by the 18 TDM agencies, 60 transit agencies, and various PDCs and MPOs in preparation of this report. The complete inventory of these actions is available at <http://www.drpt.virginia.gov/> and is included in the Appendix of this document.

Strategy #1: Understand and Focus on Customer Needs

Ridesharing in any form, be it transit or carpooling, begins and ends with market demand—*people must need and want travel options other than personal vehicle travel*. There is ample evidence of consumer demand for every kind of travel option. From transit-dependent citizens who have few travel options to affluent automobile owners who simply want to save time and lower their commuting costs, the demand for travel options is growing. The challenge to providing travel options is ensuring that they are readily available and accessible, that people know about them, are encouraged and incentivized to try them, and that more people ultimately use them on a regular basis.

To this end, Virginia's transit and TDM community has always been focused on the end user of transit and TDM-related services – travelers and commuters. For over four decades, this customer-centric focus has been developed and informed by a comprehensive marketing research program conducted by VDOT, DRPT and other community partners. Most of this research is inventoried on the Virginia Transportation Marketing Research Database, which is located within VDOT's Web site – <http://www.virginiadot.org/info/researchdatabase/index.asp>.

Examples of Recent Initiatives:

- DRPT, VDOT and the Metropolitan Washington Council of Governments Commuter Connections Program recently launched the 2010 State of the Commute Survey. The comprehensive survey is conducted every three years and collects extensive data from thousands of responses to questions on travel behavior and attitudes toward travel options.
- Hampton Roads Transit (HRT) is currently surveying residents about the new light rail service to help formulate its comprehensive marketing program.

- Greater Richmond Transit Company (GRTC) is undertaking the Broad Street Rapid Transit Study to increase overall mobility along this busy corridor, and is working with riders, businesses and the general public to gain feedback on the project.
- The Fredericksburg Area Metropolitan Planning Organization (FAMPO), the Northern Virginia Transportation Commission (NVTC) and the Potomac and Rappahannock Transportation Commission (PRTC) are collectively studying the feasibility of establishing a vanpool incentive program where vanpools in the Northern Virginia and Fredericksburg region report their passenger data to the National Transit Database and generate additional Federal funds for vanpool support and the region.
- VDOT is continuing its efforts to survey the public about how it can better manage its Park-and-Ride Program. This includes gaining an understanding of ongoing and changing commuter needs, encouraging commuters to use the lots, making the park-and-ride lot information more accessible to the public, and developing new methods to market the use of the Park-and-Ride lots.
- The VDOT-DRPT MegaProjects team is conducting a tracking study to assess the degree that residents who drive through the construction zones in Northern Virginia are aware of construction-related information and travel options that can help their commutes.
- RIDE Solutions in Roanoke just completed a feasibility study on carsharing in metropolitan Roanoke to encourage and support transit and other TDM initiatives.

Strategy #2: Maintain and Build on Virginia's Current Investment in the Existing Transit & TDM Infrastructure

To increase transit use and other forms of ridesharing among residents, the transit and TDM community must continue to maintain and build on its investment in both the “hardware” and “software” of the existing transit and commuter services infrastructure.

Transit and TDM “hardware” refers to the physical infrastructure that includes thousands of urban, small urban and rural buses and shuttles, over 340 park-and-ride lots, more than a hundred miles of High Occupancy Vehicle (HOV) lanes, and, in the near future, expanded rail transit options, including the Dulles Metrorail extension in Northern Virginia and “The Tide” light rail service in Hampton Roads. The “software” of transit and commuter services includes the marketing programs and services that educate and inform, support, encourage and enable participation in available options to SOV travel. These include services such as ride matching, transit subsidies through employers, guaranteed “ride home” services, vanpool insurance, etc.

Examples of Recent Initiatives:

- DRPT has positioned Virginia as one of only a few states in the country to develop a comprehensive asset inventory database that allows DRPT to predict years in advance the statewide transit replacement needs and costs. This allows for more effective program management and improves the performance and reliability of transit service by replacing assets that have met their useful life in a timely manner.
- DRPT recently introduced the AdvANTage Vanpool Self-Insurance Program, a collective partnership with the George Washington Regional Commission GWRideConnect program and the Division of Risk Management at the Virginia Department of the Treasury. Recognizing that insurance options for vanpools had declined to a critically low level, the AdvANTage program was launched to ensure

that vanpool drivers in Virginia had more insurance choices when it came to vanpool protection. This new, low cost insurance option helps ensure the viability of vanpools statewide.

- VDOT is currently in the process of a statewide review of all park-and-ride lot locations in order to develop a current and accurate inventory and identify existing needs to maintain the inventory going forward.

Strategy #3: Maximize Efficiency of Existing Transit & TDM Infrastructure

To get more out of existing resources is just as important as it is to maintain and build on Virginia's investment in transit and TDM; Virginia must also continue to deploy strategies to maximize the efficiency of the existing system.

Examples of Recent Initiatives:

- DRPT is creating a set of multimodal design guidelines for communities across Virginia. These multimodal design guidelines will help Virginia evolve into a network of diverse, walkable, bikeable and transit-friendly communities by balancing the needs of different transportation options with transportation supportive land use decisions and public right-of-way designs.
- DRPT routinely funds comprehensive operations analysis studies for transit systems that help identify underperforming routes, cost savings strategies and underserved markets that could represent opportunities for increased passenger revenue. Recent examples include Greater Richmond Transit Company, Hampton Roads Transit, and the Greater Lynchburg Transit Company.
- DRPT completed a Statewide Intelligent Transportation Systems (ITS) Strategic Plan in 2009 to evaluate and document how the use of ITS in transit can enhance customer service and satisfaction, improve on-time performance, and reduce capital and operating costs. The plan included customized deployment plans for transit systems in Virginia to help them advance targeted technologies that would increase efficiency. DRPT is currently providing technical assistance on technology deployment to providers such as the Potomac and Rappahannock Transportation Commission, Harrisonburg Transit, and Williamsburg Area Transport. DRPT is also working with providers to update their deployment plans in advance of the FY12 state grant application cycle.

Strategy #4: Build New Capacity

No matter how well maintained the current transit and rideshare system is, it will not be able to absorb projected demand from the Commonwealth's increasing population and changing demographics. With the population expected to grow by 36 percent between 2010 and 2035, increased capacity will be required just to maintain the current level of transit and commuter service and related market share.

Examples of Recent Initiatives:

- Two critical rail transit projects are currently under construction in Virginia's urban areas – Phase 1 of the Dulles Metrorail extension and the Norfolk Light Rail Project ("The Tide"). These projects will generate new transit trips, spur economic development and improve mobility in these congested areas of Virginia.

- DRPT has recently worked with local partners to establish transit in areas that have not been previously served: Fort Pickett, Radford, Rockbridge and Altavista. In each of these cases, employers have approached local officials asking for transit services to support their work force.
- Arlington Transit (ART) introduced three new transit service routes.
- Loudoun County recently opened its first county-owned park-and-ride lot. The Leesburg lot is home to 691 spaces, six bus shelters and 24 bike racks. Loudoun County Transit provides AM and PM peak service from this lot to the Metropolitan Washington, D.C., region. The County also leases park-and-ride lot spaces from private providers in the region.
- Loudoun County launched a new Tysons Express Commuter Bus Service from Leesburg and Broadlands South to employment sites in Tysons Corner. PRTC launched new Tysons Express Commuter Service from Woodbridge to employment sites in Tysons Corner. These new transit services help mitigate congestion directly related to roadway improvements and highway construction in Northern Virginia.
- GRTC Transit System launched a new Mechanicsville Express Service to downtown Richmond.
- Virginia Railway Express added a new Express train to the Fredericksburg Line. The train is already at capacity.
- Pulaski Area Transit started a new service to Fairlawn and Dublin, offering discounted fares for students traveling to the New River Community College.
- In addition to new services, operators like Danville Transit have also extended service hours on existing routes to better accommodate shift workers.
- DRPT is currently exploring ways to increase transit capacity in growing population areas; especially in localities where local officials have expressed their community's growing interest in expanding transit services.
- VDOT is currently outlining processes by which new park-and-ride lots can potentially be implemented on land that is not owned by VDOT. These processes will include coordination among VDOT construction districts, landowners and localities to identify potential locations, designate funding, and develop agreements regarding the construction and maintenance of lots.
- DRPT continues to advance enhanced intercity passenger rail service (Amtrak) in the Commonwealth. In October 2009, DRPT and Amtrak expanded passenger rail service in Virginia with a new train originating in Lynchburg. Ridership on the Lynchburg train in July 2010 was 14,075, exceeding the monthly target of 4,340 by 224.3 percent. The total Lynchburg route revenue credited to Virginia in July 2010 was \$706,178.20 exceeding the monthly target of \$219,139 by 222.3 percent. In July 2010, DRPT and Amtrak expanded service again by adding a new train originating in Richmond. Finally, DRPT is working on a third Amtrak train that will originate in Norfolk.

Strategy #5: Provide New, Innovative Service Delivery

Virginia's transit and TDM community continues to introduce innovative transit and commuter services' program enhancements across Virginia.

Examples of Recent Initiatives:

- Blacksburg Transit, by making its transit data "open source," has allowed for the development of a SmartPhone Application called "BusTracker," which was developed and launched through a group of

Virginia Tech students and faculty. The application tells subscribers when the next bus will arrive to a certain transit stop.

- Virginia is one of the leading states in advancing technology through investments in safety and security with cameras onboard buses and GPS to track the locations of buses.
- DRPT is working with Google Transit to make transit information available through the Google search engine.
- Arlington County ART riders can now download bus arrival information at the stop of their choosing onto desktop computers and PDAs.
- Carsharing is alive and well in Virginia. Zipcar is now available at locations throughout Virginia including Northern Virginia, Richmond, Charlottesville, Williamsburg and Hampton Roads. Carsharing allows members to reduce their vehicle ownership rates and overall vehicle-miles traveled while increasing transit use and walking. Commuter services programs and transit agencies regularly promote the service as an extension of their own services.
- Several years ago, DRPT funded a pilot project to introduce NuRide to Virginia and the Metropolitan Washington, D.C. area. NuRide is an on-line tool that helps people find rideshare matches and then gives them rewards for recording “greener” trips. A greener trip is any non-SOV trip – walk, bike, carpool, vanpool, subway, train, bus, ferry or even compressed work week and telework. The program is now available in Charlottesville, Richmond, Hampton Roads and Northern Virginia. According to NuRide, there are now 12,059 members that have reduced 748,920 trips since starting in Virginia.

Strategy #6: Build Awareness of Transit and Other Travel Options

Offering alternatives to SOV travel is not enough; Virginians must be made aware of the many transportation options that are available and be encouraged to use them. Continuous outreach and public education has been a hallmark of all of the members of Virginia’s transit and TDM community. Together, community members promote the benefits of ridesharing and the existence of the enabling infrastructure and support services such as park-and-ride lots, ride-matching services and guaranteed ride home services.

Examples of Most Recent Initiatives:

- GRTC and RideFinders have helped to create two innovative advocacy efforts – Transit Talk (www.transittalk.com) and Sustainable Transportation Initiative of Richmond (www.projectstir.com).
- The Thomas Jefferson PDC and RideShare created a new model of public involvement that engaged 4,500 residents in a community-wide conversation on the future of transit. The Federal Transit Administration plans to use the lessons learned from this effort as a national model.
- The Valley Commuter Assistance Program in the Northern Shenandoah Valley Front Royal area promoted the “Dump the Pump” event by holding commuter appreciation events at three of the largest park-and-ride lots in the region. The media promoted the event and featured promotional activities and give-a-ways.
- The City of Alexandria invited employees of the U.S. Patent and Trademark office to learn about the advantages of vanpooling and drew over 400 attendees to the event.

- Fairfax County RideSources attended over 50 employer fairs across their region promoting the “One Less Car” Marketing Campaign. The employer events focused on reducing SOV travel.
- The George Washington Regional Commission’s GWRideConnect program relaunched its now famous Commute Fairy radio advertising campaign during drive times targeting drive alone commuters and offering a better alternative. The campaign was so successful it won an award from the Virginia Association of Broadcasters.
- DRPT continues to facilitate and moderate informed discussions on issues such as high speed rail – what it can and cannot do, what it really costs, etc. Town hall style meetings were recently held in Henrico and Hampton Roads. DRPT has also launched successful marketing campaigns for new Amtrak service originating in Lynchburg and Richmond.
- DRPT worked with all transit agencies across the state to launch “Try Transit Week” – September 20-24, 2010. Recognizing that trying an alternative mode is the first step to changing commuting behavior, DRPT sponsored the www.trytransitweek.com Web site and sponsored a statewide contest to promote the event.

Strategy #7: Help People Avoid Travel Altogether – Support Teleworking

While Virginia’s transit and TDM community offer both the hardware and software to facilitate travel options, it also recognizes the importance of helping commuters avoid the trip altogether. To this end, members have successfully advanced greater acceptance of work force practices such as staggered work hours, compressed work weeks and teleworking. In the case of teleworking, financial assistance is offered to encourage employers to adopt teleworking practices.

Examples of Recent Initiatives:

- Telework!VA (www.teleworkva.org) helps companies offset the cost of starting up or expanding a telework program. Qualified employers can receive up to \$35,000 (up to \$50,000 in specific areas of Northern Virginia). In addition to funding, DRPT provides these employers with technical assistance on how to set up and administer their telework program. DRPT’s Telework!VA program currently has over 161 private employers and 3 public sector employers participating and has won several national awards.
- DRPT’s Telework!VA program is partnering with organizations in Northern Virginia, Hampton Roads and Richmond to educate the business community and provide employers with information on the benefits of telework, and to introduce them to the Telework!VA program. This is done through telework events and direct outreach with employers.
- In cooperation with the Department of Human Resource Management, Office of Telework Promotion and Broadband Assistance and Virginia Information Technologies Agency, DRPT provides telework assistance to state agencies upon request.

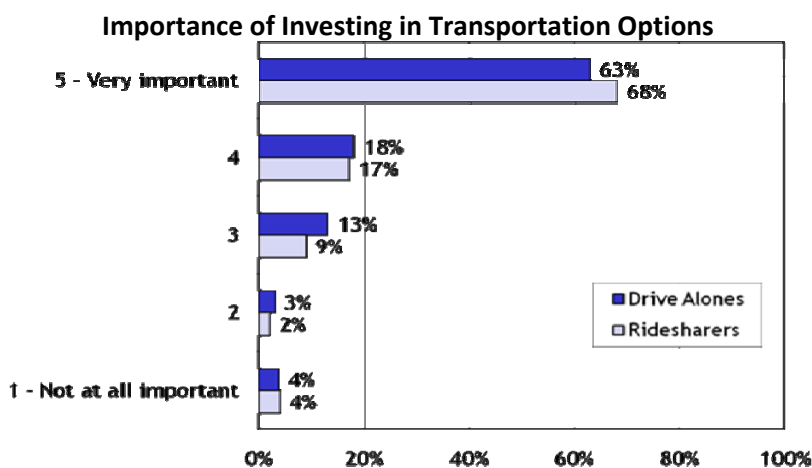
Strategy #8: Build Stakeholder Awareness, Appreciation and Support for Transit and Commuter Services

Travel options benefit all of Virginia’s residents, employers and visitors. Those who use ridesharing and transit make the roads less congested for those who cannot. In fact, if everyone stopped using the

travel options provided in Virginia for just one morning or evening rush hour, our transportation system would grind to a halt.

Studies show that people that drive alone in cars are aware of the ways in which the ridesharing programs – programs they themselves don't use – benefit their own driving experience and overall quality of life. In the 2007 Virginia State of the Commute Study, a telephone survey of 7,000 Virginia commuters, 75 percent of drive-alone commuters said they benefited in some way from other people who could rideshare. Statewide, the top two perceived societal benefits included less congestion and improved air quality.

Based on this finding, it is not surprising that the 2007 Virginia State of the Commute Study also revealed that citizens who drive alone, for whatever reason, support Virginia's investment in ridesharing at nearly the same rate as people who rideshare.



Questions: (Even though you might not carpool, vanpool or ride a bus), how important to you is it that Virginia invests in programs to support and make these transportation options more available to commuters?

Examples of Recent Initiatives:

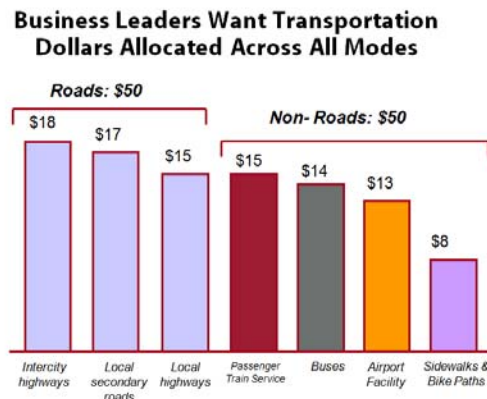
- The Northern Virginia Transportation Commission hosted several legislators and local businesses on a tour of Northern Virginia's transit systems. Guests of the tour gained a better understanding of the transportation challenges faced by the region by riding Metro, VRE and every major bus system in Northern Virginia.
- Richmond RideFinders works closely with local businesses and media to promote Clean Air Campaign messages to reduce driving to help the environment. In addition, RideFinders and GRTC have worked to create two advocacy groups: TransitTalk and Sustainable Transportation Initiative of Richmond (STIR).
- The Loudoun County Office of Transportation Services staff represented their program at over 30 Commuter Information Fairs and events within Loudoun County promoting their services and messages.

- Charlottesville Area Transit regularly participates in community events, including Clean Commute Day, Try Transit Week, Earth Week EcoFair, Government Services Day and many commuter fairs over the course of the year.
- Bay Transit is an active participant and member of 11 Chambers of Commerce in the Middle Peninsula, Northern Neck and New Kent County. The agency uses the opportunity to share its views on transit and build ongoing relationships with stakeholders.
- RIDE Solutions (Roanoke) expanded its workplace partnership program and began work on their Bicycle Friendly Business Outreach program and advocacy, including step-by-step application packets and consulting services to improve opportunities for bicycle commuters.

Strategy #9: Encourage Employer Support and Active Involvement in Offering Transit and Other TDM Alternatives

The benefits of ridesharing are not lost on business leaders. According to regional transportation studies conducted over the past two years in Hampton Roads, Richmond and Northern Virginia, today's business leaders feel they have a responsibility to help their employees get to work. Moreover, they view absenteeism, lost productivity, and recruitment and retention costs as consequences of traffic congestion.

When asked how they would allocate transportation funds in their community (\$100 in this study), business leaders allocated at least half of the funding to non-road infrastructure – transit, carpool support, walking and biking trails, etc. The most recent example of this finding is from the 2008 GRTC/RideFinders' Study.



Given employers' interest in all commute options, members of the transit and TDM community place a great deal of emphasis on business-to-business outreach and engagement.

Examples of Recent Initiatives:

- VDOT and DRPT have joined together to provide employers and businesses in the areas affected by the Virginia Megaprojects, a series of six major construction projects in Northern Virginia, with a comprehensive set of transit and TDM services to keep their employees moving during construction.
- Telework!VA provides hands-on telework support and training to employers in Virginia. Telework!VA offers up to \$35,000 in financial incentives (up to \$50,000 in specific areas of Northern

Virginia) to businesses and non-profits in Northern Virginia, Richmond and Hampton Roads for eligible telework-related expenses.

- NuRide rewards program is now being used by Richmond area's RideFinders, Hampton Roads TRAFFIX, and Charlottesville and Central Shenandoah area's RideShare.
- Loudoun County Commuter Services launched their Green Business Challenge, a collaborative effort between Loudoun County government and the Loudoun County Chamber of Commerce. The program encourages businesses to track their efforts towards environmentally sound practices.

Strategy #10: Seek Sustained and Dedicated Funding

Virginia's transit and TDM community requires sustained and dedicated funding. A successful transit program requires ongoing maintenance, marketing and scheduled equipment replacement. Likewise, successful TDM programs require promotion, park-and-ride lots, ridematching and guaranteed ride home services.

Maintenance funding alone will not be sufficient to fund transit and commuter services as the demand for such services continues to outpace local, state and federal resources. Metrorail, the Virginia Railway Express and commuter bus systems, are quickly reaching capacity. Smaller cities and rural areas face mounting demand for services as they cope with the impact of statewide demographic and economic shifts.

As demonstrated through all of the examples in this report, DRPT, VDOT and its partners are achieving positive results within existing funding constraints. As more transit services come on-line such as the Dulles Metrorail extension and The Tide light rail project, ongoing operations and maintenance resources will be stretched even thinner. This is occurring at a time when more and more communities are realizing the economic development potential that transit and TDM bring and are asking for more services and support. Our single greatest transit-related challenge will be meeting this demand. Consequently, DRPT and VDOT will need to continue working together to maximize existing resources, implement strategies to better manage capacity and identify new, dedicated and sustained funding sources to maintain and expand capacity.

Examples of Recent Initiatives:

- DRPT recently prepared the 2010 Statewide Public Transportation Plan, a report that details the status of public transportation in the Commonwealth and describes the transit-related challenges and opportunities Virginia will face over the next 25 years. The report makes the case for sustained and dedicated funding.
- Virginia's transit agencies, with assistance from DRPT, are preparing Transit Development Plans that will guide future service expansions. Work on the first 10 Transit Development Plans was finalized in June 2009. DRPT is currently assisting 12 additional transit operators with their respective Transit Development Plans.
- Virginia's TDM agencies, with assistance from DRPT, recently developed or completed comprehensive Long-range TDM Plans. In 2009, DRPT required all TDM agencies receiving TDM grant funds to prepare and submit a long-range TDM Plan. These plans identify and detail the TDM programs currently provided in each region, outline potential improvements to be carried out in the Plan's timeframe, and illustrate the financial resources necessary to implement these programs and

improvements. Moreover, every plan now contains information necessary to include into the Six-Year Improvement Program (SYIP), the Statewide Transportation Improvement Program (STIP), the regional Transportation Improvement Programs (TIPs), and the regional Constrained Long-Range Plans (CLRPs).

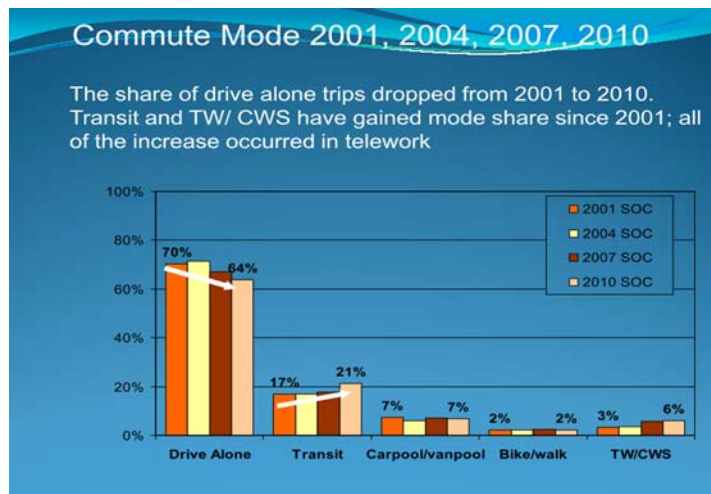
- DRPT created a Statewide ITS Strategic Plan to evaluate available transit technology, develop a vision and goals for the use of transit technology in the Commonwealth and provide a short term and long term focus.

IV. Overall Results – Virginia’s Transit & TDM Community Delivers Results

There are multiple ways to define success when it comes to the impact of Virginia’s efforts to use transit and TDM programs to address congestion and reduce SOV travel. Virginia’s transit and TDM community focuses on outcomes, such as the shift in modal split – the share of drive-alone trips reduced or eliminated, the shift in the percent of people who telework, the congestion related to construction projects, and the projected overall return on investment of transit and TDM strategies. Outcomes are measured through ongoing research, such as the Virginia State of the Commute Study.

Impact #1: Shift in Modal Split

The shift in modal split, the share of drive-alone work trips compared to the use of other travel options, is perhaps the most direct indicator on the impact of Virginia’s transit and TDM community. Based on the most recent 2010 State of the Commute Study data for the Metropolitan Washington region, drive-alone travel is on a declining trend. Since 2001, the share of drive-alone work trips has dropped from 70 percent to 64 percent, with other travel options gaining ground from 30 percent to 36 percent of all work-related trips. Increased use of transit and telework, along with compressed work weeks, were responsible for this overall increase in modal split.

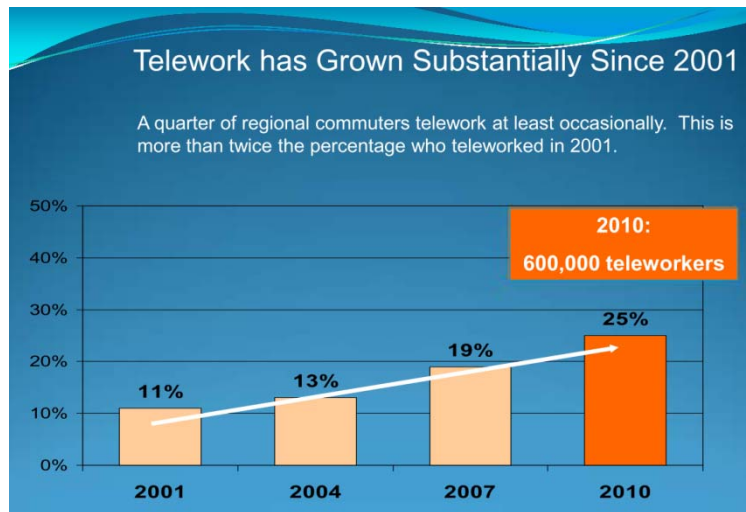


(Note: Metropolitan Washington data that includes Northern Virginia are available at this time. The 2010 Virginia State of Commute Study for the rest of Virginia is currently in the fieldwork stage.)

In the 2007 Virginia State of the Commute Study, Virginia's overall modal mix is 83 percent/17 percent (83 percent drive-alone travel to 17 percent rideshare). The trend in the Metropolitan Washington region is likely being experienced across the Commonwealth.

Impact #2: Shift in Teleworking

The shift in teleworking, the percent of regional commuters that telework at least occasionally, is the optimal measure of success when it comes to teleworking. Based on the 2010 State of the Commute Study data that is currently available, teleworking in the Metropolitan Washington region is showing a positive trend. Since 2001, the percent of regional commuters who telework has doubled, from 11 percent to 25 percent.



(Note: Metropolitan Washington data includes Northern Virginia data. Northern Virginia data is not available at this time. The 2010 Virginia State of Commute Study for the rest of Virginia is currently in the fieldwork stage.)

In the 2007 Virginia State of the Commute Study, Virginia's overall percentage of commuters that telework at least occasionally was 10 percent. From various regional studies conducted since 2007, DRPT has seen increases in teleworking in both Richmond and Hampton Roads. Once the 2010 State of the Commute Study is finalized, DRPT expects to report an increase in teleworking across the Commonwealth.

Impact #3: Return on Investment

There is no question that transit and TDM programs are helping with highway congestion and reduction in drive alone travel. What is still unanswered is precisely at what cost and at what overall return on investment. Answering these cost-benefit questions from an overall state perspective is one of DRPT's continuing primary areas of work. In 2008, DRPT conducted an assessment of statewide public transportation benefits and determined the following:

- Total benefits of public transportation amount to \$4.6 billion in the Commonwealth of Virginia in 2008. Economic development benefits alone account for over 60 percent of those benefits.
- The contribution of transit operations and maintenance to Virginia's economy is estimated at \$870 million.
- About \$1.3 billion in output is generated annually as a result of transportation cost savings being re-spent by households in the economy.
- Commuters would have to pay \$919 million more annually in transportation expenses (gasoline, maintenance, tires, insurance, depreciation, etc.) to access jobs, schools, shops, hospitals and other destinations.

Many factors can influence how benefits are calculated; however, the assessment conducted by DRPT with the support of leading transportation economic consultants provides a snapshot of Virginia's return on investment in public transportation. Following are three specific examples.

Small City Commuter Services

GW RideConnect in Fredericksburg promotes the local FRED bus service, uses ridematching software to help people find carpool partners, and works closely with commuters to help them form vanpools for long distance commutes. GWRC has helped form 395 private vanpools that commute to jobs in Northern Virginia or Richmond. They have formed 129 vanpools in the past year alone, attesting to the vital need for commuter services in tough economic times. This is also an excellent use of private capital to provide commuter transportation. These vans carry 4,740 passengers, reduce single occupant vehicle trips by 8,690 per day, reduce 435,000 vehicle miles of travel, save 18,200 gallons of fuel, and reduce greenhouse gases by 217 tons per day.

Rural Commuter Services

In rural areas the distance to get from home to ever scarce jobs can be huge, often 70 miles or more one way. The cost can be backbreaking for many families without more cost-effective ways to commute. Valley Commuter Assistance Program in Front Royal uses ridematching software to help people find carpools and vanpools. They also helped a group of commuters form a private commuter bus company that has grown to four buses commuting into parts of Northern Virginia and Washington, DC. This is another example of the resourcefulness of commuter services agencies to use private capital to provide transportation. With 1,500 passengers per day, they remove 3,000 trips from the road, save 210,000 vehicle miles of travel and 8,800 gallons of fuel, and remove 105 tons of greenhouse gases each day.

Large Urban Commuter Services

DRPT also started working with Arlington County Commuter Services (ACCS) several years ago to improve commuter services program evaluation and reporting; this is a potential model that can be consistently applied in other markets and across the Commonwealth as a whole. Using survey data, ACCS calculated that its Commuter Services program reduced 542,000 miles of daily VMT (vehicle miles traveled), reduced greenhouse gases by 256 tons each day in FY 2008, and saved 22,772 gallons of fuel each day.

All of these examples support the fact that the need for additional lanes of highway can be reduced by making existing roadways more efficient.

V. Future Demographic, Social and Transportation Trends That Could Impact Virginia's Transit and TDM Community

Virginia's population is expected to increase 36 percent by 2035, and there will be neither sufficient funds nor available land to build the roads required to meet projected demand. To accommodate this growth, Virginia must continue to shift its statewide modal mix away from drive alone commuting and toward effective travel options such as rideshare options (bus, carpool, vanpool, bike and walk), compressed work weeks and telework.

This modal shift will require dedicated intellectual and financial investment in building both the supply of travel options and the related support services necessary to build public demand for and use of these options. Key demographic, social and transportation-related trends make this the optimal time to increase Virginia's investment in travel options.

Demographic Trends

- **Growing Population**

Between 2010 and 2035, Virginia's population will increase by approximately 2.8 million residents, a 36 percent increase. The Commonwealth's expected population growth rate far exceeds that of the U.S. as a whole (25 percent) during the same time period. In many of the state's urban areas, where seven out of 10 Virginians currently reside, growth is projected to be significantly higher.

- **Aging Population**

The proportion of persons age 65 and over in Virginia will increase from about 12 percent to 19 percent; there will be approximately 2 million individuals age 65 or older in 2035 compared to 1 million in 2010. This shift has serious implications for the transportation system as a whole and especially for public transportation. Increases in the senior population and/or non-driver population will lead to increased demand for travel options, particularly non-work related mass transit options.

- **New Generation of Workers – The Millennials**

Millennials, also known as Gen Ys (9- to 29-year olds today), the youngest generation, are poised to make a huge impact on the use of travel options in America and across Virginia. Over the past several years, Millennials have shifted to non-drive alone work commute modes at a greater rate than any other generation.

While Millennials make up a small percentage of the workforce now (25 percent to 35 percent), they will make up the majority of the work force in years to come, surpassing the smaller Gen X and Baby Boomer generations. It will be these future workers who will shape our companies, cities and transportation systems, making travel options the focus of Virginia's transportation system.

Social and Cultural Trends

In addition to projected demographic trends, several major social and cultural trends may also increase demand for travel options in Virginia.

- **Changing Nature of Work and Distributed Workforce**

Technology in the workplace has helped employers recognize that work is not a place you go to but something you do. Many employers are now measuring employee productivity by outcomes

rather than time clocks. This shift is fueling the growth of teleworking and helping the United States evolve to a distributed workforce model.

This shift has been fueled by technology and the labor shortage experienced prior to the 2009 recession, and it may be accelerated by the labor shortages projected in the coming decade when millions of Baby Boomers retire. Employers' desires to cater to their employees' needs will result in greater use of compressed work weeks, greater flexibility in work hours and the ability to work from home locations. Experts project that 40 percent of the workforce may engage in teleworking over the next two decades. The role of TDM is to provide education and seed the market with incentives, where appropriate, to accelerate widespread adoption of telework practices.

- **The Greening of America**

The green movement is here to stay. At least 80 percent of Americans consider themselves "green"; as a consumer movement, green has gone mainstream.

Studies from rideshare networks across the country have repeatedly revealed that people rideshare for four main reasons: to save money, save time, avoid stress and help the environment. In every study, the environmental benefit of ridesharing ranks third or fourth; this benefit may increase in perceived importance as the green movement expands.

From a business perspective, more companies want to be perceived as "being green." In a recent study conducted for the Older Dominion Partnership, 50 percent of the CEOs in Virginia said they would like their companies to be perceived as "being green." Many companies and their business associations are now taking action by looking at their employer-based transportation program as a way to support their employees' green behaviors and practice environmental stewardship. Now more than ever, companies are welcoming the assistance from members of Virginia's transit and TDM community. This help is delivered through training and direct incentives for rideshare and telework programs.

- **New Frugality Movement**

The "Nu Fru" or "*frugality*" movement is the convergence of three major forces: the green movement, the sustainability movement and the recent economic downturn. Today, people want to spend less, live smarter and have a smaller personal footprint. According to the May 2010 American Pulse™ survey of 5,079 Americans, 8 in 10 (78 percent) say they are living a simpler life – spending less and being more frugal as a result of the downturn. The longer the impact of this downturn is felt, the more permanent cultural impact the "Nu Fru" movement will have in our society. This kind of attitude and behavior is perfectly aligned with the psychological and financial benefits that come with using travel options.

- **Technology Revolution**

Web-based technology is reshaping rideshare support and the use of rideshare support services. Just three years ago, most ridematching was done through large government-sponsored, centralized databases. Today, many commercial enterprises are serving commuters' need for hyper-social connectivity by offering ridematching as part of a social network such as Craigslist, Facebook, Goloco.org, Ridebuzz.org and Greenyour.com. These technology enhancements bring yet another appealing dimension to the ridesharing and make it more emotionally rewarding. While this initial private effort is encouraging, it is a recent phenomenon. It's important to the future of ridesharing that these initial players gain traction, become scalable and evolve into a full-fledged industry to be successful.

Future Transportation and TDM-Related Trends

- **Growing Use of Employer-based Transportation Support Services**

Over the past few years, the green movement and corporate experiences with it have helped advance the TDM cause. Corporate leaders have now realized that it is in their best interests to embrace employer-based transportation programs that will, in turn, boost recruitment, retention, employee productivity, etc. Consequently, more companies across Virginia are offering services and programs such as compressed work weeks, teleworking, carpool and vanpool onsite matching, transit benefits, etc.

- **Road-related User Fees**

Any increase in user fees – tolls; increased gas taxes; or vehicle mile traveled (VMT) tax, could impact future mode choice. If the reaction to the 2008 spike in gasoline prices was any indicator, a dramatic increase in user fees, in any form, could increase interest in and use of travel options.

- **The Possibility of Stricter Clean Air Standards in the Future**

The Obama administration is also proposing new clean air and fuel economy (CAFE) standards for cars and trucks, including Federal limits for tailpipe emissions. New standards could have an impact on the region's clean air attainment status over the long term, thereby threatening Virginia's share of federal transportation funding.

- **The Possibility of Higher Gas Prices in the Future**

Virginia's transit and rideshare agencies saw a dramatic increase in ridership and ridematching activities when gas prices hit \$4 per gallon. While prices have fallen way off this mark, most long-term oil industry price predictions indicate that gas prices will rise again.

VI. Future Program Refinements to Accelerate Use of Transit and Other Travel Options

Based on these trends, the future initiatives of Virginia's transit and TDM community include:

1. **Discover Greater Insights and Continue to Share Knowledge Across Virginia's Entire Transportation Industry:**

As major trends and shifting demographics reshape customers' needs and expectations, it will be important to accelerate research efforts that will help drive the transit and TDM community's customer-centric focus. DRPT and VDOT will continue to lead the transit and TDM community's research efforts and share insights to help transit and TDM agencies formulate the most effective action plans. The Secretariat's new Multimodal Advisory Group will be included in this process to further seed even greater collaboration and marketplace impact.

2. **Enhance Measurement and Reporting of Impact and Return on Investment (ROI):**

It is imperative that all members of Virginia's transit and TDM community study, calculate, package, and showcase transit and TDM in terms of their impact on economic development, jobs and overall quality of life. Historically, program evaluation is a function that has been often short-changed by transit and TDM agencies simply because insufficient funding prevented them from conducting the research and data collection required for comprehensive evaluations. In the immediate future, the

insights and protocols gained from DRPT's public benefit assessment and the investment in Arlington County's impact assessment will be incorporated into a statewide measurement system.

3. Continue to Build Awareness:

The transit and TDM community will continue to educate Virginia residents, businesses and other stakeholders on transit's and TDM's key messages: current impact, how to find and use available travel options, and the future promise and related benefits of a more balanced transportation system. In addition, every member of Virginia's transit and TDM community will continue to promote transparency across the industry. VDOT and DRPT will lead by example by improving and promoting their respective performance reporting systems.

4. Create More Appealing Services and Products:

Virginia's transit and TDM community will continue to "bring to market" the most effective and innovative programs and services. For example, the transit and TDM community will pursue new technologies that provide real-time traveler information for bus and train arrivals and departures.

5. Inspire Better Land Use Planning:

To be most effective, land use planning must view the needs of pedestrians, bicyclists, transit users and automobile operators equally. Transit and TDM need to be made part of the land use plan. VDOT, DRPT and regional planning organizations will continue to embrace this important consideration.

6. Offer More Employer Incentives:

When employers are involved with transit and TDM initiatives there is a dramatic lift in participation among their employees. DRPT will continue to work with elected officials to explore tax and other incentives similar to the Telework!VA. Employer-based incentives work and are dramatically cheaper than funding new roads. Furthermore, they can be immediately implemented and generate immediate results.

7. Elevate the Work of Virginia's Transit and TDM Community to an Economic Development Imperative for Communities Across America:

Most economic development experts agree that in the age of ubiquitous technology, distributed workforce will become commonplace. The 21st century workforce will be defined by the highly educated, energetic professionals who can and will select their place of residence based on their preferred lifestyles and personal interests, rather than an employer's home location. The great outdoors, abundant cultural amenities, educational institutions at all levels, and state-of-the art healthcare services will become the defining attributes of the most desirable communities.

This list will also include unencumbered access and mobility – the freedom and convenience to enjoy all of the other attributes. Thus, economic development success in the future will be based, in part, on a community's ability to develop and sustain its transportation system. Transit and TDM-related services have demonstrated that they deliver. Showcasing Virginia's experience and commitment in this area should become part of the Commonwealth's economic development story.

8. Increase Investment in Telework!VA:

The potential growth of telework across Virginia is promising. One seventh of non-teleworkers “could and would” telework occasionally if offered the opportunity – that’s 15 percent of all commuters statewide. The potential to remove thousands of people from the road should not be overlooked.

Potential New Teleworkers	
	<u>Statewide</u>
Non-teleworkers who ...	
Have TW-appropriate job responsibilities	31%
Are interested in TW	24%
- Occasional	15%
- Regular	9%
Potential New Teleworkers (Not discounted)	751,000

Source: Based on figures and projections from the 2007 Virginia State of the Commute Survey

VII. Summary

The potential impact of transit and TDM initiatives to further reduce highway congestion and single occupant vehicle (SOV) travel in the Commonwealth is large. Despite limited funding for infrastructure and support services (marketing, public outreach, etc.), efforts to date have paid dividends. The share of drive-alone work trips is on a downward trend. In the Metropolitan Washington region, which includes Northern Virginia, the share of drive-alone travel has dropped from 70 percent to 64 percent since 2001, a trend that’s expected to be reflected in the statewide State of the Commute survey currently underway. Increased investment could mean substantial, far-reaching and immediate benefits to Virginia citizens.

Investment in ridesharing, teleworking and employer-based programs that promote travel options not only work, but they also offer a particularly high return on investment. Using survey data, the Arlington County Commuter Services (ACCS) calculated that each day in FY 2008 its Commuter Services program reduced 542,000 miles of VMT (vehicle miles traveled), reduced greenhouse gases by 256 tons, and saved nearly 23,000 gallons of fuel.

Although transit and TDM services cost significantly less than the construction of new roads, they still require increased and sustained funding. Public transportation infrastructure is more than meets the eye. Transit comes with needed maintenance and marketing costs, while ridesharing programs must include park-and-ride lots, ride matching and guaranteed ride home services if they are to be successful.

This is the optimal time to redouble our commitment to and increase investment in transit and other travel options. First, a greater focus on building a truly sustainable transportation system will help Virginia communities maintain their economic development advantage. Second, Virginia citizens have never been more open to the many travel options being made available. Environmental concerns and rising gas prices on the horizon, along with demographic, social and cultural shifts, make the use of

trains, buses, carpooling, vanpooling and teleworking more appealing than ever. Third, while roads take years to plan and build, and require resources beyond currently available funds, providing and promoting travel options can yield short term results and an exceptionally high return on investment, two qualities that Virginians value now more than ever.

By moving more people in fewer vehicles, moving travelers out of peak travel periods, or, in the case of teleworking, eliminating travel altogether, the Commonwealth of Virginia will have a safe and efficient transportation system that supports and improves every Virginian's quality of life for years to come.

VIII. Appendix:

Reports on recent initiatives from transit and TDM agencies across Virginia that were provided as input to this report are available on DRPT's Web site, www.drpt.virginia.gov.

Report to the Virginia General Assembly

***How Virginia Is Using Transit
and Transportation Demand Management
Programs to Address Highway Congestion and
Single Occupant Vehicle (SOV) Travel***

Appendix

List of Reports

Major TDM Initiatives

1. City of Alexandria
2. DATA
3. Fairfax County – RideSources
4. GWRideConnect – George Washington Regional Commission (GWRC)
5. Loudoun County Office of Transportation Services
6. Middle Peninsula Rideshare
7. Northern Neck Rideshare Program – NeckRide.org
8. RIDE Solutions – Roanoke
9. Rideshare – Thomas Jefferson Planning District Commission and Central Shenandoah Planning District Commission – Charlottesville
10. RRRC Commuter Services – Rappahannock-Rapidan Regional Commission
11. Valley Commuter Assistance Program – Northern Shenandoah Valley Regional Commission

Major Transit Initiatives

1. Arlington Transit (ART)
2. Bay Transit
3. Blacksburg Transit
4. Charlottesville Area Transit
5. City of Harrisonburg
6. FRED
7. GRTC
8. Loudoun County
9. Mountain Empire Transit (MEOC)
10. Nottoway County
11. Northern Virginia Transportation Commission (NVTC)
12. Pulaski Area Transit (PAT)
13. Pony Express – Town of Chincoteague
14. Valley Metro – Roanoke Bus Service
15. Winchester
16. Virginia Rail Express (VRE)

Major TDM Initiatives

**Major TDM Initiatives
City of Alexandria**

Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
Carshare Alexandria	Program that provides a reimbursement for Zipcar annual membership and application fee, which was expanded to include workers in the City.
Local Best	Program that recognizes COG Level 3 and 4 employers in the City and makes all other levels aware of their current status and gives them options and motivation to improve transit services.
Commuter Revolution	Program that challenges employers to get their workers to try transit and log in their commutes. Incentives are given on a weekly basis to help entice participants.
Apartment New Resident Kits	City Apartment management is contacted and upon request are given "welcome kits" for new residents.
Lunch and Learns	Lunch and Learns with VPSI, Telework!VA and WMATA/Smartbenefits are coordinated and offered to employers.
Confident Cycling Class	Biking classes are held on a periodic basis by the City and taught by WABA to help residents learn the basics of biking to work.
HAWK Signals	Installed traffic signal called the HAWK pedestrian beacon on a busy intersection (Van Dorn Street at Maris Avenue). Triggered by pedestrians waiting to cross, the system uses high-intensity flashing lights to alert motorists of their presence.
Lights for Bikes	The "Lights for Bikes" effort distributes free bike lights on trails at the end of daylight savings time.
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
Flash Your Pass Campaign	When a monthly DASH pass is purchased, it can be used at participating businesses that have "Flash Your Pass" decals on their store fronts to get a host of different discounts from City businesses.
Try Transit Week	Three events were held around the City to promote TTW. The City's pledge count increased from 23 in 2009 to 204 in 2010.
Bike to Work Day	City had over 1,000 bikers attend the City's Bike to Word Day event. The mayor and several City Council members attended.
Print Ads	The City ran both Local Motion ads and King Street Trolley ads in several local publications.
Carshare Alexandria Promotion	Held a promotion to bolster CarShare Alexandria promotion by providing Nationals tickets to those that applied during a set time.
King Street Plaza	The City held a large Transit Fair with several exhibitors at the King Street Plaza business park.
Patent and Trade Office Vanpool Seminar	A vanpool promotion was held through one day in the Patent and Trade Office. Over 400 people attended and a zip code map was created.
Advocacy for TDM/Transit	
Long Range TDM Plan	A comprehensive long range plan is being developed for the City's TDM Program. The plan will serve as a road map for future TDM programs and activities.
Website Overhaul	In order to serve clients more efficiently, the TDM Program Local Motion Website was reorganized to be more user friendly and more of an emphasis was placed on TDM promotion.
Branding Refresher	Our Local Motion look and feel was updated to be more contemporary and appealing.
Slug Line	The City of Alexandria, in conjunction with www.slug-lines.com helped create and promote a slug line from Prince William County to Alexandria.

**Major TDM Initiatives
DATA**

Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
Employer Council	Expanded council to more meetings with businesses in the region, focusing on environmental issues in the region.
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
New Business TDM Planning for Westfields Business Center	Piloted an expanded transportation fair at The Aerospace Corporation, planning underway to enlist top executives in the park for a major fair and expansion of those using shuttles and other alternatives. This is a roughly 15 million sq. ft. office park that is approximately 50% built out.
Advocacy for TDM/Transit	
Citizens Advisory Committee	Executive Director serves on the regional group reporting to the Transportation Planning Board.
Live Where You Work	Association worked with USDOT representatives to raise awareness of TDM as a tool in helping to achieve/support Livable Communities.
TDM Solutions	Worked with Livable Communities and USDOT to promote the value of existing and expanded TDM programs for direct grant opportunities.

Major TDM Initiatives
RideSources - Fairfax County Department of Transportation

Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
Member Commuter Connections	2010 Work Program - Ridematching, GRH, Pool Rewards, Surveys, Mass Marketing, Inc. Radio, LNYW, Employer Recognition Awards.
Best Workplaces for Commuters	Received national recognition for Fairfax County employers and organizations that implement Major Trip Reduction (Planned: Awarded in front of The Board of Supervisors each year).
TELEWORK-VA	Financial Incentives to implement formal telework program \$50,000 Mega construction areas \$35,000 other areas in Fairfax.
MetroMatch (Transit Benefit Incentives)	Employer will receive a fifty percent (50%) match for each employee participating. Fairfax County will reimburse the company for 50% of the cost, per participant, per month. Over a six month period, the employer would receive (\$50%) in matching funds.
ShuttlePool Program	Smarter Way to Work encourages Employers to create Shuttlepool into residential areas using 132f Transit Benefits to support costs.
One Minute Employer Surveys	Surveyed approximately 50 employers in 2009-10. Results in ACT (Free One Less Car T shirts for respondents).
Tyson Connector Shuttle	Promotes Midday shuttle service to commuters.
Pool Rewards - Carpool Incentive Program	Pilot program using cash incentives to first time carpoolers. Specific corridors only.
NuRide	Promotes Ridematching (Reward Program).
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
Member Commuter Connections 2010 Umbrella campaign - GRH and RIDEMATCHING	Umbrella campaign - GRH and RIDEMATCHING.
One Less Car Marketing Campaign	Attended over 50 Employer fairs. Used this in-house campaign to promote SOV reduction.
Car Free Day and Try Transit Week	Sep-09
Pentagon Transportation Fair (DOD)	Assisted over 2,500 commuters.
Tyson Connector Shuttle Postcard and Map	Mailed postcard to 1,500 Tysons Employers located directly on Tysons Connector Shuttle route.
BRAC NGA Commute Easy Commute Green	Work on major fairs and commuter events including creating Density plots and surveys.
FCDOT Community Residential Program	Mailed new CRP postcards to residential communities.
Fairfax County Bicycle Route Map Distribution to Employers	Handed out and mailed to Employers and Commuters to encourage use of bike programs.
SmarTrip Card Distribution	Hand out SmarTrip cards and Fairs to promote use of transit.
Hospital and Healthcare Professionals Direct Marketing Efforts	Encourage use of Transit, Ride matching, Shuttles, Vanpools and GRH.
Dunn and Bradstreet- Selectory	Employer site, workforce, and point of contact verification.

Major TDM Initiatives
RideSources - Fairfax County Department of Transportation

Density Plots	Free GIS density plots for larger employers. Primary use: Identifying clusters to encourage Transit and van- and carpool formation.
Advocacy for TDM/Transit	
Member Commuter Connections Network - Regional MPO	MWCOG
TMA's including: DATA, TyTran, TAGS, and LINK	Encourage employer and residents to implement Alt mode use.
Fairfax County Economic Development Authority	Meet with FCEDA staff on a semi regular basis to promote Fairfax County.
ACT	Member Association Commuter Transportation (National and Regional) TDM Advocates.
VA MegaProjects Construction and Employer Solution Team	Promote Transit, Ride matching , GRH and Alt modes.
Dulles Corridor Metrorail Project	Promote Transit, Ride matching , GRH and Alt modes.

**Major TDM Initiatives
GWRideConnect
George Washington Regional Commission (GWRC)**

Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
NTD Vanpool Incentive Program - NVTC, PRTC, FAMPO	NVTC and FAMPO contributed \$200,000 for both of these regions collectively to study the feasibility of establishing a Vanpool incentive program where vanpools in the Northern Va. and the George Washington Region report their passenger data to the National Transit Database and generate additional 5307 funds for vanpool support as well as the region.
GWRideBoard - Website	The GWRideBoard was established to assist citizens in the George Washington region with short, one time local trips. The GWRideBoard was originally established for Germanna Community College students on which to post their travel needs to school. The Board is just starting to take off. GWRideConnect staff appears on a video on Germanna Community College's facebook page talking about commuting options for the students and about the Rideboard.
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
Fall Marketing Campaign - "Commute Fairy" Radio Advertising Campaign for September, October and November 2010	GWRideConnect began the fall marketing campaign in late August with its famous Commute Fairy radio advertising utilizing two of the most popular radio stations in the region with the greatest broadcasting reach. The radio spot runs four times per day during drive times to target the SOV commuters. Large Display ads appear in all newspapers in the region during this campaign, including the Free Lance-Star, Caroline Progress, King George Journal and the Stafford Sun.
Advocacy for TDM/Transit	

Major TDM Initiatives
Loudoun County Office of Transportation Services

Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
Tyson's Express Commuter Bus Service	Commuter bus service from Leesburg and Broadlands South to employment sites in Tysons Corner. The service provides seven a.m. and p.m. trips, as well as a new shuttle to businesses east of Rt. 123. The service is averaging 200 passenger trips per day.
NuRide Carpool Incentive	Established an arrangement with NuRide to provide a NuRide incentive for employees who work in Loudoun County. The incentive provides a reward (\$5 Starbucks gift card) for signing up with NuRide and recording their first "green" roundtrip. Loudoun commuters who record three additional round trips can earn a second \$5 Starbucks card.
Park and Ride Lots	Loudoun County opened its first county-owned lot in January 2010. The Leesburg Park and Ride Lot is home to 691 parking spaces, six bus shelters and 24 bike lockers. LC Transit provides a.m. and p.m. peak commuter bus service from this lot to the Washington Metropolitan Region. The County also leased spaces at the Christian Fellowship Church in Ashburn for commuters to park their vehicles and ride LC Transit commuter buses.
Green Business Challenge	A collaborative effort between Loudoun County Government and the Chamber of Commerce, the Green Business Challenge encourages business to track their efforts toward environmentally sound practices. This Green Business Challenge has encouraged many businesses to contact the Office of Transportation Services staff to discuss commuting options for their employees.
Countywide Transportation Plan	The Board of Supervisors adopted the Updated Countywide Transportation Plan (CTP) in June 2010. The County developed its first Transit Plan that was then incorporated as Chapter 3 (Transit and Mobility Options) in the CTP. The CTP contains Transit and TDM policies, transit service recommendations, as well as infrastructure recommendations.
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
Marketing Try Transit Week Along with CARFREEMETRODC Day	Placed ads in local newspapers, sent emails to commuter bus riders, included an article in the employer newsletter and displayed posters in the County promoting these two events.
One Less Car Campaign	Created a month long campaign entitled "One Less Car" in which ads were placed in local newspapers promoting the idea of being one less car and highlighting a form of non-SOV travel each week, such as carpools, local transit, commuter bus and walking/biking.
Rideshare Tuesday	Marketing the concept originally developed by MWCOG/Commuter Connections entitled "Rideshare Tuesday." This campaign encouraged the public to consider carpooling at least one day a week, on Tuesday. Ads were placed in local newspapers and posters were placed in government facilities.
Advocacy for TDM/Transit	
Office of Transportation Services Staff	So far in calendar year 2010, staff from the Office of Transportation Services have attended 31 Commuter Information Fairs and Events within Loudoun County and adjoining jurisdictions. Some of these events were large employers like AOL, Raytheon, Freddie Mac and Capital One. Others events were local: community Earth Day celebrations, Green Expo events and Reality Stores at the high schools.

**Major TDM Initiatives
Middle Peninsula Rideshare**

Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
NuRide Partnership	Offers additional ridematching options and incentives for Middle Peninsula residents/employees with a link to NuRide on Midpenrideshare Website.
Overhaul of Website/New Logos/Updateable PR Notices	Promotion of cost savings with emphasis on long distance commuters.
Partnership with RideFinders	Middle Peninsula Rideshare and RideFinders partnered to save a Gloucester-Richmond vanpool. Although the effort was ultimately unsuccessful, the riders were assisted to join another vanpool and/or carpool.
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
Local Radio Drive-time Weather Report Sponsorship	Targets Middle Peninsula residents commuting to Hampton Roads.
Local Radio VA Tech Game Sponsorship	Targets VA Tech fans.
Try Transit Week	Local radio morning drive time interview on 9/22/10 to correspond with International Car Free Day & Try Transit Week.
Outdoor Media	New URL purchased, new billboard promoting cost savings to begin 10/18/10 to target Middle Peninsula residents commuting to Richmond.
Advocacy for TDM/Transit	
Seat at Middle Peninsula Regional Transportation Committee	The MP Regional Transportation Committee directed MPPDC RTP staff to place greater emphasis on multi-modal transportation in the final draft of the long-range rural transportation plan being developed for submittal to VDOT. Planning for transit and transit friendly development, getting people out of their cars moved to the forefront of the plan.

**Major TDM Initiatives
NeckRide.org
(Northern Neck Rideshare Program)**

Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
Down on the Farm 2010	<p>NeckRide.org provided free transportation for the <i>Down on the Farm 2010</i> event organized by the Tidewater Resource, Conservation and Development Council (RC&D). Down on the Farm is an annual event that rotates between various locations of Virginia's Tidewater Region.</p> <p>In a rural area like the Northern Neck, covering 740 square miles and with a population density of 7.2 people per square mile, it is not economically feasible to establish a fixed-route, fixed-schedule public transit service (as much as we would like to have one).</p> <p>But the Northern Neck's tourism-based economic development goal lends itself perfectly to the organization of events-based public transportation.</p> <p>The Down on the Farm 2010 event was a great success, not only because the public used and appreciated the transportation services provided, but also because of the large number of agencies that worked together to make it happen.</p> <p>This collaborative approach is an effective model that NeckRide plans to use again with all major Northern Neck events that involve public participation.</p> <p>Details and photographs: http://www.neckride.org/NR-NEWS/NR-Down-on-the-Farm-2010/NR-Down-on-the-Farm-2010-05-29.htm</p>
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
Advocacy for TDM/Transit	

**Major TDM Initiatives
RIDE Solutions
(A program of the Roanoke Valley Alleghany Regional Commission and the New River Valley Planning District Commission)**

Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
Carshare Feasibility Study	As part of Commission's work program, completed feasibility study on carsharing in metro Roanoke to encourage and support transit and other TDM initiatives.
Long Range TDM Plan	Completed LRTDMP and integrated into MPO's Long Range Plan. Also directly authored TDM chapter in the L RTP itself.
Expanded Workplace Partnerships	Added four new workplace partners.
Bicycle Friendly Business Outreach	Began work on Bicycle Friendly Business outreach and advocacy, including step-by-step application packets and consulting services, to improve opportunities for bicycle commuters
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
Sponsorship of Virginia Tech Carpool Program	Working with VT Alternative Transportation and Sponsored Programs requires all VT carpoolers to enter RIDE Solutions program for expanded Guaranteed Ride Home program. Results are approximately 30% of users expanded carpoolers to include additional riders. Resulted in database growth of 200%.
World Carfree Day	Sponsored several 2009 events including a "Meals without Wheels" walking promotion and "Google your Ride," encouraging use of Google Transit to plan transit trips.
Bike Month	Sponsored many bike-related events in May of 2010, including free tune-ups in cooperation with area bike shops; rides; and planned two Ciclovía events, one in May and one in June to encourage biking and walking and to reconsider the use of urban space and the creation of walkable communities.
Clean Commute Fridays	Expanded Clean Commute Day to every Friday in May; accepted 203 pledges for over 9,960 miles converted to carpool, transit, bike, walk or telework trips.
Ride. Vote. Eat.	Election day promotion encouraging bike/bus trips to polls in cooperation with local restaurant and news Website.
Ongoing Social Media	Maintain Facebook, Twitter, Blog and other online presences. Began working with Foursquare to promote transit locations near Foursquare venues.
Shadowbox Sponsorships	Partnership/sponsorship with Shadowbox microcinema to show transportation-related films and build awareness of RIDE Solutions services within younger audiences.
BP Oil Spill Response	TV ad campaign on TDM response to BP oil spill - boycotting BP not the answer, TDM is.
Advocacy for TDM/Transit	
Participation in Roanoke City Citizens for Clean and Green Initiative	Building TDM elements into the City of Roanoke's sustainability plan and ICLEI: Local Governments for Sustainability commitments.
Participation in Roanoke City Bicycle Advisory Committee	Improvement of programs and accommodations for cycling as transportation. Past support contributed to the City's designation as a Bronze level Bicycle Friendly Community by the League of American Bicyclists.
"A Moving Film" Regional Marketing Video	Participated in Creative Connector's regional marketing effort, "A Moving Film," highlighting regional amenities. TDM was featured as a major attraction for the region.
Various PR Efforts	Published several op-ed pieces and letters to the editor in the Roanoke Times concerning TDM and parking policy, response to BP oil spill, and continue to provide advocacy and educational material via the RIDE Solutions blog at ridesolutions.wordpress.com.
Parking Policy	Met with City of Roanoke officials (city manager, director of planning, director of parking, director of economic development) to discuss parking management policies that encourage TDM and transit use. Have been asked to host a parking summit for city officials to educate on best practices.

Major TDM Initiatives
RideShare - Thomas Jefferson Planning District Commission and
Central Shenandoah Planning District Commission

Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
Expansion of RideShare Service Area	Service area expanded to include Central Shenandoah PDC, which includes Augusta, Bath, Highland, Rockingham and Rockbridge counties and cities of Buena Vista, Harrisonburg, Lexington, Staunton and Waynesboro.
Online Ridematching Service	Launched online ridematching capability on www.rideshareinfo.org . Software is provided through a contract with Commuter Connections, a program of the Metro Washington Council of Governments.
SchoolPool Program Online Ridematching	RideShare continues to work with area schools to provide carpool matching for parents. An online ridematching capability is underway and is also being provided by Commuter Connections.
New Park & Ride Lot	A new informal Park & Ride lot was established at a new Walmart in Ruckersville (Greene County) at the intersection of Rt. 33 and 29. Over 50% of Greene County residents commute to the Charlottesville area.
www.CommuterInformation.com	A Website with general information on all transportation options available in the Charlottesville area. The site is hosted by RideShare in cooperation with JAUNT, Charlottesville Area Transit, University Transit Service and Greene County Transit. The site is highly promoted in conjunction with Clean Commute Day.
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
Clean Commute Day	Event held the first Friday in May by the Commuter Information Team. 2010 marked the 20th Annual Clean Commute Day for the Charlottesville region. Commuter Information is RideShare, JAUNT, Charlottesville Area Transit, University Transit Service and Greene County Transit. Commuters that pledged to use an alternative to driving alone were entered in a prize drawing for Amtrak tickets. A total of 120 pledges were received; this was a decrease compared to approximately 200 pledges received the previous year.
Try Transit Week	A DRPT initiative, RideShare and Commuter Information have promoted this through local media and employer outreach for the past two years. The Charlottesville region had the fourth highest number of Try Transit pledges for 2009.
RideShare Week	This annual event started as RideShare Awareness and Appreciation Week and was shortened to "RideShare Week." The 7th annual RideShare week will be October 18-22, 2010. Commuters that register with RideShare will be entered in a prize drawing. Additionally, smaller prizes will be given to anyone sending in a photo of their carpool, transit trip or other alternate mode to work. Photo entries will be used in future advertisements for RideShare.
New Partnership with Local University	Rideshare has established a new partnership with James Madison University (JMU) and has hosted information booths at several JMU events for employees and staff of the University.
Direct Mail Ad Campaign to Largest Employers in CSPDC Region	A direct mail ad campaign was focused on the largest employers in the Cities of Harrisonburg, Staunton, and Waynesboro, and the Counties of Augusta and Rockingham to introduce them to Rideshare, now that it has expanded to include the Central Shenandoah Region.
Advocacy for TDM/Transit	
Participation on MPO and Rural Transportation Committees	RideShare is a voting member on the Technical Committee for the Charlottesville-Albemarle MPO and the Rural Technical Committee of the Thomas Jefferson PDC.
Commuter Information Team	RideShare works closely with transit providers in the area to promote events such as Try Transit Week and Clean Commute Day and to cross-market services - for example, an advertisement for JAUNT commuter routes may also advertise RideShare's Guaranteed Ride Home program.
Alliance for Community Choice in Transportation (ACCT)	ACCT is a network of citizens and groups dedicated to promoting balanced transportation options, sustainable land-use and transit-oriented communities through education and leadership in the greater Charlottesville area. ACCT administers the Safe Routes to School program for the Charlottesville area. RideShare works with ACCT by providing resources for Safe Routes to School events and sponsoring a children's Bike Rodeo and an area mobility map for the greater Charlottesville area.
BikettheValley.org	Bike the Valley accommodates and encourages bicycling in the Central Shenandoah Valley. It offers a comprehensive network of cycling facilities connecting neighborhoods, communities, and key destination points. The Website also maintains a list of events around the region, state, and nation.

**Major TDM Initiatives
RRRC Commuter Services
Rappahannock-Rapidan Regional Commission**

Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
Employer Outreach	Mailed information packets to 20 employers in region. Start-up of employer outreach program in the region.
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
Fauquier County/Vint Hill Region Marketing Campaign	Marketing campaign included postcard mailing to 9,000 residences and newspaper ads promoting new Park & Ride Lot & general rideshare information.
Advocacy for TDM/Transit	

Major TDM Initiatives
Valley Commuter Assistance Program/Northern Shenandoah Valley Regional Commission

Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
Radio Advertising Initiative	Comcast and WINC (92.5)
New Brochure Created	A new brochure for VCAP was created and distributed throughout the region.
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
Dump the Pump Day Event	VCAP celebrated by holding commuter appreciation events at the three largest Park & Ride lots in the region—Front Royal, Winchester and Waterloo. The purpose of the events was to show appreciation for commuters who ride share, to solicit feedback about their experiences and to encourage greater participation. Commuters returning to the lots between 4:00 and 6:00 pm were greeted with free cold beverages and snacks, gift bags, and the opportunity to participate in a brief survey and register for prize drawings. The Winchester location also featured a live radio remote with 92.5 WINC. The weeks leading up to Dump the Pump Day featured promotional announcements on area radio stations, and an appearance by NSVRC staffers Karen Taylor and Rhonda Turman on radio station The River 95.3's Valley Today Show. A number of area businesses supported the events by contributing items for giveaways and raffles at the three locations. Special thanks go out to Corrugated Container Corp., Handy Mart, Ledo Pizza, McDonalds, Martins Grocery, Peterson Enterprises, Rita's, Sheetz, WZRV& Loudoun Summer Music Festival.
Advocacy for TDM/Transit	

Major Transit Initiatives

Major Transit Initiatives Arlington Transit (ART)

New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Shirlington Transit Initiative	The Shirlington Transit Center opened in June, 2008. ART service has been added in Fiscal Years 2009, 2010 and 2011. This facility provides bus bays for three new ART routes and five Metrobus routes offering connections to the Rosslyn-Ballston Corridor, the Pentagon, Crystal City, the Columbia Pike corridor, and neighborhoods in Arlington, Alexandria, and Fairfax County. ART 77 was added in FY 09 connecting Shirlington to Clarendon and Courthouse . In FY 10 ART initiated the 87, which joined a former ART and Metrobus routes into a single route. This fiscal year (FY11) ART extended the 75 to Shirlington.
ACCS/Commuter Stores - new Shirlington Store	A new Commuter Store has been built and staffed in the Shirlington Transfer Center, providing pass sales and comprehensive commuter assistance and information.
Department of Human Services Transit Improvements - July 2010	Arlington's Department of Human Services (DHS) relocated to a new building during the summer of 2010. ART introduced a new route, the ART 45, and made slight adjustments in two other routes, the ART 42 and ART 77, to bring service directly to the new DHS offices. The County constructed two new bus stops and a dual shelter to serve patrons of these three routes.
Night Service - September 2009 and July 2010	Two ART routes added night service: the ART 41 and more recently the ART 77. Both connect communities in South Arlington with employment in the Rosslyn-Ballston corridor. Both additions have been very successful attracting riders, further boosting ridership during daytime hours.
ACCS/Bike Arlington - new staff and programs	BikeArlington has hired a new Program Manager and a new Marketing Manager and has initiated or expanded services including Confident City Cycling classes, Lights for Bikes program, and Bike Safety accessories distribution program.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Community Engagement - ART's new Transit Communications Analyst - April 2010	The County added a new position, Transit Communications Analyst, to focus on communications via social media and liaise with Arlington Communities, associations and citizens to exchange information and convey concerns to Transit Bureau staff and transmit information about transit services, policies and proposals using all appropriate media in a consistent and positive manner.
Real Time Bus Information - Spring 2010	ART riders now are able to download bus arrival information at the stop of their choosing onto desktop computers and PDAs.
ART Brochures and Bus Stop Information	Detailed brochure schedules with route maps and fare information were produced for new routes in English and Spanish. Distributed on the bus and through Commuter Stores. Also produced bus stop information signs with map, timepoint schedule and fare information for each stop on the new routes.
ART Website - arlingtontransit.com	Launched and redesigned ART Website with more detailed route maps. Maps now have next bus arrival information for each stop. Website includes a blog section for interaction with riders. ART Alerts are updated with service disruption notifications.
Onboard communications	Produced interior bus cards promoting ART RealTime information and safety/courtesy information in both English and Spanish. String pull "take ones" informing riders of new schedules and route changes.
Facebook and Twitter	Updates to schedules and routes sent out via the Car-Free Diet and Arlington County Government Facebook and Twitter accounts.
ART Forum	Quarterly printed newsletter with updates and information about ART, County projects and events, rider concerns, etc. Distributed on the bus and through the Commuter Store.
The Citizen Newsletter	Newsletter distributed to every household in Arlington County every other month. Articles on ART route updates, rider concerns, future plans, etc.
Car-Free Diet Campaign	County-wide campaign to encourage transit ridership, walking, biking and teleworking. Featured information on ART. Campaign elements include brochures, YouTube videos, Facebook and Twitter pages, Website, street team marketing, advertisements, posters, events and testimonials.
Arlington County Commuter Services (ACCS) - new offices	In late 2009 ACCS moved from cramped basement offices into a full floor of an office building in Rosslyn, allowing hiring of new staff, creation of functional office organization, consolidation of programs in different buildings into one unit, new conference facilities for better internal functioning and expanded community outreach, and improved productivity.
ACCS/Arlington Transportation Partners (ATP) - new staff	ATP has hired three employer sales representatives, including a specialist in social marketing tools; hired a full time financial and accounting manager to enhance program management and accountability; added a part-time research manager to the research team; and hired a manager for the new TDM University to enhance outreach and training.
ACCS/WalkArlington - new staff	WalkArlington has expanded with a new part-time employee.
ACCS/Mobile Commuter Store - new backup unit	A new back up Mobile Commuter Store unit has been purchased and fit up to allow for servicing of the main unit and better coverage for customers.

Major Transit Initiatives Arlington Transit (ART)

ACCS/Commuterpage.com Website enhancements	<p>ACCS is going through a phased upgrade of its family of Websites including:</p> <ul style="list-style-type: none"> · ART: New Website launched Spring 2010, including: <ul style="list-style-type: none"> - interactive route maps including upcoming scheduled arrival times and real-time arrival information - links to new rider tools for social Websites and mobile devices - links to new tools for web developers, including route and schedule data and transit-related news - blog features added to Website September 2010, allowing for customer comment · New Bike Arlington Website · New Arlington Transportation Partners Website
ACCS/ATP - Business to Business sales program	ATP's program expanded to include 632 employer clients employing over 130,000 workers, 509 residential buildings with over 70,000 units, and all 41 hotels in the county.
ACCS/ATP - Redefine Your Commute Campaign	In addition to ATP's on-going program of TDM sales and support to businesses, ATP launched a new commuter-oriented campaign in selected buildings to market directly to commuters and use the approach to market up to their employers and building managers to complement the normal top-down strategy. Lobby transportation fairs were set up in 60 buildings, thus saturating the Metro station corridors and offering new services to the commuters and the building managers, including customized resource guides showing all transportation services to the property and customized commute planner kits for individuals. Met with over 7,200 employees/residents.
ACCS - Transportation Information Display Units	Expanded the display unit program to include transit schedules and other transportation brochure lobby displays in 240 buildings, including one pilot electronic LCD unit.
ACCS/Research Program - Impact Report	The first ACCS Impact Report documented that ACCS's programs helped shift 38,000 trips per day from SOVs to transit, ridesharing, walking, biking and telework. Results being disseminated widely to demonstrate the magnitude of TDM program impact on transit and non-SOV usage.
ACCS/BikeArlington - electronic media marketing	A comprehensive rebuild and enhancement of BikeArlington.com with increased traffic, a new BikeArlington Forum on the web with widespread active participation, a new Twitter account and feed is rapidly growing to promote activities and spread information. These supplement the growing marketing of cycling through Bike To Work Day and other events, growing bike map dissemination and other activities.
ACCS/BikeArlington - Bike Friendly Businesses	New Arlington program works actively to feed local businesses into nationally recognized BFB program
ACCS/WalkArlington - expanding marketing initiatives	WalkArlington encourages walking as a form of transit through several programs and marketing initiatives: Walkabouts: a series of 16 (and growing) self-guided walking tours of transit hubs, neighborhoods, urban villages and trailways, complete with printed and online maps, YouTube videos and live walkabouts guided by local celebrities. Walk and Bike to School Day works in conjunction with Arlington Public Schools to train future commuters by promoting walking and biking to school. Street Smart - participation in regional pedestrian safety program. WalkArlington.com and Walkabouts: enhanced Website with news, events and walking information, and interactive communication through online WalkArlington Meetup Group.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
ACCS - Association for Commuter Transportation	ATP staff active as a member of ACT's National Public Policy Council and as officers of the Chesapeake Chapter.
ACCS - FTA/FHWA Stakeholder Group	ACCS Research director represents ACT National at quarterly stakeholder meetings with FTA and FHWA management and other national transportation associations.
ACCS - Transportation Research Board	ACCS Research Director is a member of TRB's TDM Committee.
ACCS/Bike Arlington - League of American Bicyclists	Member of National advocacy group - work closely with them on local issues.
ACCS/BikeArlington - Washington Area Bicycle Association	Member of regional advocacy group - work closely with them on local issues.
Transit Services Manager (ART & STAR)	Member of TRB Paratransit Committee and APTA Access Committee.
Transit Bureau Chief	Active in Rail-Volution.
County Transit Bureau	Member of APTA, CTAA & Rail-Volution.

Major Transit Initiatives Bay Transit

Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Seniors on the Go	Offering educational venues for seniors at Senior Apartments and Senior Centers, guiding them through the process of scheduling rides, and when necessary, use of the wheelchair lift, helping to alleviate the fear of riding public transportation.
New Warsaw Transit Facility	Just completed building and moving into a new transit facility in Warsaw, VA, consolidating the administrations office and three dispatch offices for increased administration and operations efficiency.
Limited English Proficiency Project	Had a "Try Transit Week" flyer translated into Spanish.
New Freedom	Through a program that uses private or community organizations' transportation, the New Freedom program is providing rides to disabled residents unable to be serviced by routine public transportation due to destination, time or other extenuating circumstances.
Capital Improvement	Twenty-two buses and one trolley with a wheelchair lift were purchased with ARRA and FTA funding.
Security Cameras	Twenty-one buses now are equipped with security camera systems.
Software Assessment Study	A study was completed, confirming the need for dispatch computer software; an RFP is being written for the purchase of a software program.
Driver Training	Offer one of the best <i>New Driver Training</i> courses in the nation; a 40-hour hands on as well as classroom education covering all aspects of safely operating Para-transit bus service; conduct mandatory quarterly safety meetings to all drivers, dispatchers and operations supervisors.
Supervisor and Management Training	Offer continuing education and workshops updating all staff in safety, personnel management, dispatching, customer service and all other aspects of their assigned duties.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, Facebook/twitter, events, etc.
West Point Post Card	Created a small "post card" that was inserted in the public utility bills for residents of West Point, Virginia. The only cost was in-house creation and printing.
Try Transit Week Flyers and Press Releases	Printed and sent flyers to five dispatch offices for distribution; sent press releases to eight papers; Submitted block ads in two newspapers & had PSA's run on two local radio stations.
Brochures	Distributed at local events and venues throughout the service area.
Website	www.bayaging.org and www.baytransit.org ; linked to many local government sites.
Advertising	Services advertised routinely in local newspapers; special publications such as The Beehive, Chesapeake Style, chamber of commerce directories and various county/chamber special interest publications.
Articles	News articles submitted to local newspapers and special publications with widespread circulations.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
Chamber of Commerce Members	Bay Aging/Bay Transit is an active participant and member of eleven Chamber of Commerces in the Middle Peninsula, Northern Neck, & New Kent Counties.
Speaking Engagements	Participate in public speaking engagements for community and civic organizations.
Board of Supervisors Meetings	Attend and make presentations at county Board of Supervisors meetings.
Political Venues	Actively participate in regional and statewide meetings addressing issues that affect the future of transit operations and administration.

Major Transit Initiatives Blacksburg Transit

Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
JARC- Christiansburg Service (started Nov.23, 2009 FY 09-10)	A survey was mailed out to every household in Christiansburg regarding the use of public transit. Based on the survey results, the former service was discontinued and three new routes were created to better serve the Town of Christiansburg and connect to the Blacksburg Two Town Trolley route. <i>Results: Increase of ridership</i>
JARC- Christiansburg Service (started Nov.23, 2009 FY 09-10)	When the new service started in Christiansburg, buses ran fare-free for the first two months to encourage riders to try the service. We continue to distribute free bus passes as an on-going effort to promote awareness. Extended holiday hours promoted the new service and targeted the retail employment hub of the New River Valley. <i>Results: Increase of ridership</i>
Tom's Creek - Redesign of route (FY 10)	To eliminate large numbers of pass-bys that had been historically occurring on this route, we redesigned the routes in the Tom's Creek area. <i>Results: Improved service to this high density area and increased ridership.</i>
Service Enhancement (FY11)	Ambassador program and student volunteers were used on campus to promote the first week of service and to announce route changes and publicize new service. <i>Results: Improved service to this high density area and increased ridership.</i>
Service Enhancement (FY11)	Added two new articulated buses to the fleet. <i>Results: Improved service to this high density area and increased ridership.</i>
WiFi Buses On-board Pilot Program (FY07-FY11)	Conducted pilot program to test use of WiFi in partnership with a local internet provider. <i>Results: Most routes were under 30 minutes so this service was not utilized enough to justify extending the pilot program.</i> <i>Results: Did not affect ridership.</i>
Website Development (FY 11)	New content management system is currently in progress to better inform the riding public of our services. <i>Results: An on-going project to better service our customers.</i>
BT4U (FY10-11)	Developing a trip planning system to better aid passengers in utilizing transit. <i>Results: Under development currently.</i>
Bus Tracker (FY11)	This is a new web-based trip planning system to better assist customers; customers can plan trips based on information provided. It also provides customers with real-time information on bus locations and passenger counts, through mobile web apps and/or text messages. <i>Results: Launched August 2010, increase in ridership is anticipated. preliminary feedback is very positive. System reports averaging 40,000 hits per day.</i>
Bus Stop Improvement Program (FY10-11)	An extensive inventory of current bus stops and amenities has been completed. The next phase is to develop a plan and schedule for upgrades to standardize all bus stops within the system. <i>Results: Program to improve bus stop appearance and better attract riders to public transit.</i>
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Promotional Program - JARC-Christiansburg Service (FY 09-10)	Prior to start up, an outreach ambassador program was developed to visit community organizations and meet with residents to educate and promote use of public transportation. <i>Results: In hosting these events and meetings, we were able to inform residents of the many benefits of using transit and educate them about our service.</i>
Opening Day Ceremony - JARC- Christiansburg Service (FY09-10)	Launched advertising campaigns to promote the first day of service. <i>Results: Informed residents of the many benefits of using transit and educate them about our service.</i>
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
Memberships - ongoing	APTA, VTA, CTAA, CTAV, BCMC-MPO, Regional Chamber of Commerce's and local committees
Recent Awards	2009 - VTA Outstanding Public Transportation Marketing Award (Yield it's Worth the Wait)
	2009 - Governor's Transportation Safety Award - E. Wallace Timmons Award for Pedestrian/Bicycle Safety (Yield it's Worth the Wait)

**Major Transit Initiatives
Blacksburg Transit**

	2010 - Governor's Transportation Safety Award for Public Transportation (Purchase and Implementation of Bus Simulator)
	2010 - VTA Outstanding Contribution by an Individual (Mayor Ballengee for his efforts during the JARC - Christiansburg start-up)
	2010 - VTA Outstanding Public Transportation Program (Start up and launch of Christiansburg Bus Service)
APTA Scholarship Award (FY11)	2010 - Blacksburg Transit Bus Operator, Ricardo Boulware awarded the APTA: Dr. George Smerk Scholarship for an applicant dedicated to a career in public transportation management.

Major Transit Initiatives Charlottesville Area Transit

Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Discounted Transit Day Pass	Implemented a 25 percent discount price (\$1.50 compared to \$2.00) and began selling Day Pass on board buses, previously not sold on buses.
Transit Monthly Pass	Implemented new monthly fare option sold at a more than 35 percent discount price compared to cash fare paid by daily passengers.
University of Virginia Pre-Paid Transit Continued	Charlottesville Area Transit continues to accept University of Virginia photo identification from students, faculty, and staff as fare payment. Program boardings increased 5 percent in FY 2010.
FREE Trolley between UVA and Downtown Charlottesville Continued	Charlottesville Area Transit continues to provide fare-FREE service on replica trolleys between downtown Charlottesville and the University of Virginia. FREE Trolley boardings increased nearly 29 percent in FY 2010.
Fare-FREE Promotional Days	In 2010, Charlottesville Area Transit promoted fare-FREE service for Clean Commute Day on May 7 and for Try Transit Week on September 22.
Additional Bus Finders	In FY 2010, Charlottesville Area Transit installed five additional bus finders at bus stops. Bus finders give waiting passengers a way to know how many minutes until the next bus arrives.
Additional Passenger Shelters	In FY 2010, Charlottesville Area Transit installed six additional passenger shelters at bus stops. Shelters provide waiting passengers with a better experience.
Replacement Buses	In FY 2010, Charlottesville Area Transit replaced four buses. New buses provide passengers with a better experience.
Summer Youth Ride FREE Program	Charlottesville Area Transit offered FREE service to those ages six to 18 during summer 2010, continuing the program started in summer 2005. A new promotional brochure was distributed to students at area schools. Youth boardings increased nearly 13 percent compared to summer 2009.
Replacement Transit Administration, Maintenance, and Operations Facility	In FY 2010, Charlottesville Area Transit completed a replacement facility. The new facility supports effective future operations and positions public transportation for regional growth. Leadership in Energy and Environmental Design certification from the U.S. Green Building Council is anticipated in 2011.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Website Redesign	CatchtheCat.org replaced previous the web address with a website displayed on buses and in the printed Rider's Guide. This made transit information more accessible with prominent links to real-time schedules. Provides new how-to-ride information.
Name Change	Charlottesville Area Transit has replaced Charlottesville Transit Service as the name of the public transportation provider in the urban Charlottesville region.
Bus Graphics Logo and Color Change	Dogwoods, the Blue Ridge Mountains, and a pathway have replaced a stylized sun as the logo for Charlottesville Area Transit. Blue and green have replaced red and yellow as system colors. The application of new name, logo, and colors onto both new and existing buses will be completed in FY 2011.
Bus Stop Sign Change	Replaced one-sided bus-stop signs with two-sided signs that feature "Catch the Cat" and the CatchtheCat.org website as well as our new name, logo, colors, and telephone number.
Rider's Guide Change	New Rider's Guide features our new name, logo, colors, and web address. In addition, the real-time passenger information available online, by telephone, at bus stops, and at the Downtown Transit Station has been expanded.
Go Green Promotion	Charlottesville Area Transit held a community celebration in connection with the completion of the new Transit Administration, Maintenance, and Operations Facility. A brochure promoting green features of the new facility and Charlottesville Area Transit was distributed.
Facilitated Transit Review	Charlottesville Area Transit held a community discussion of transit and how it can be improved. The discussion was led by a panel of transit experts who analyzed performance and reported on their findings. The Transit Review was open to the public and broadcast via local media.
Bus Lines - Community Poetry	Charlottesville Area Transit in collaboration with the Neighborhood Leadership Institute promotes artistic expression by displaying original poems of local poets on buses and by hosting poetry readings at the Downtown Transit Station.
Barracks Station	Charlottesville Area Transit has partnered with Barracks Road Shopping Center to plan for a new transit station to better organize the path of travel for buses in the area and to better provide for a convenient and accessible passenger waiting area where passenger connections can be made between buses.

Major Transit Initiatives Charlottesville Area Transit

Fashion Square and Albemarle Place Transit	Charlottesville Area Transit has partnered with Fashion Square, Albemarle Place, and Albemarle County representatives to plan for new passenger waiting areas and to better organize the path of travel for buses.
Charlottesville Area Regional Mobility Map	Charlottesville Area Transit is a primary sponsor of a free map showing transit, bicycling, and pedestrian options. The map is produced by the Alliance for Community Choice in Transportation.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
Presentation at Community Transportation Association of America Expo 2010	Shared Charlottesville Area Transit's Strategies to Grow Ridership at a workshop session for transit industry employees.
Presentation at Charlottesville City Council	Shared green features of the new Charlottesville Area Transit Administration, Maintenance, and Operations Facility broadcast via local media.
Government Services Day	Shared information about public transportation options with Charlottesville community members.
Social Service Agencies and Transit	Hosted discussion with Charlottesville area social service agencies with emphasis on new transit fare options.
Charlottesville High School and Transit	Shared information about public transportation options with Charlottesville High School students.
Martha Jefferson Hospital and Transit	Participated in commuter fair to share information about public transportation options with Martha Jefferson Hospital employees.
Earth Week EcoFair	Shared information about earth-friendly public transportation options with Charlottesville community members.
Alliance for Community Choice in Transportation Bike Rodeo	Provided demonstration bus for hands-on use of bicycle carriage rack and shared information about public transportation options and bicycle connections with Charlottesville community members.
University of Virginia Transportation Fair	Participated in commuter fair to share information about public transportation options with University of Virginia employees.
Charlottesville Job Fair	Participated in employment fair to share information about public transportation options with community members seeking employment.
Clean Commute Day	Organized commuter fair with other area transportation providers to share information about public transportation options with community members.
Try Transit Week	Organized poetry reading segment and fare-FREE day in cooperation with other area transportation providers to raise awareness about transit amongst community members.

**Major Transit Initiatives
City of Harrisonburg**

Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Bus Shelters, New Buses, Added Security Cameras, Express Route	Route was added for commuter students with express service to JMU Campus; route expanded to new Hospital; shelter program has improved safety and security. Lighting was also reviewed for numerous bus stops close to campus.
RFP Issued for Real Time Transit	System should be in operation next school year.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc

**Major Transit Initiatives
FRED**

Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Holding the Line on Fares	The Public Transit Advisory Board and local jurisdictions agreed not to raise fares in FY 2011 in the face of a 100% increase in FY 2010.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Marketing Initiatives	Through its partnership with local newspaper and radio, FRED gets free advertising space/time. FRED uses that space/time to sponsor traffic reports, advertise FRED service to key destinations in the Region, etc.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc

**Major Transit Initiatives
GRTC**

Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Mechanicsville Express	RideFinders - Distributed announcement flyers to the Employee Transportation Coordinator network and in Park N Ride lots - financially subsidize one-year cost \$90, 000 CMAQ funds. Developed mailer that was direct mailed to 60,000 homes in the Mechanicsville area. This was done to promote the new express service to Mechanicsville.
Broad Street Rapid Transit Study	Developed and updated Website; coordinated newspaper ad; attended public meetings (outreach); developed bus shelter ads. This study was in conjunction with DRPT and consultants.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Clean Air Campaign	Conducted direct mail campaign targeting over 3,000 businesses in the Greater Richmond & Tri Cities areas to distribute clean air materials (letter of support, brochures, posters) to patrons, employees, and business contacts.
	Distributed over 10,000 clean air brochures to area employees; submitted news articles to Petersburg Chamber of Commerce newsletter, Retail Merchants Association newsletter, Greater Richmond Chamber.
	Hosted Green Carpet Event targeting area employers, clean air media partners, and ETC network to officially launch Clean Air Campaign.
	Broad-based commuter campaign throughout summer months (April - September) at a variety of outreach and community events including, Providence Middle School Family & friends Health & Fitness Night, Virginia Bankers Association, Virginia Homes for Boys and Girls Project Emancipation, Richmond Squirrels Green Night, Federal Reserve Bank Earth Day, Capital One Earth Day event, Walk & talk Tour in New Kent, Cedar Street Memorial Baptist Church Youth program, Annual Anthem 10K walk, Abner Clay Park and Cedar Street Memorial Baptist Church/Youth Program.
Bike Initiatives	Partnershiped with Richmond Sportsbackers Anthem Moonlight Ride - distributed RideFinders materials to attendees during event, served as distribution center for Sports Backers event materials, launched email campaign to RideFinders ETC network and registered clients about event to increase participation.
	Served as sponsor for Richmond Area Bicycling Association's Heart of Virginia Bike Festival - distributed RideFinders materials including ridematching information and NuRide brochures.
NuRide	Conducted heavy promotions of NuRide services at all outreach and community events including Dinwiddie County Fair, VCU Bike Round-up Event, Chesterfield County Fair, Midlothian Day Village Parade, State Fair of Virginia and partnership with Science Museum of Virginia.
Retail Merchants Association Marketing Expo	Served as a sponsor for event - distributed RideFinders literature to over 1,000 attendees, hosted a booth at the Expo, provided news article for inclusion in Retail Merchants newsletter.
Telework Richmond Event	Telework event in partnership with Department of Rail & Public Transportation (DRPT) to market Telework Virginia program to area businesses.
	Implemented marketing and promotions - calendar event postings and email distribution to membership of the following organizations: The Greater Richmond Chamber, Hopewell-Prince George Chamber of Commerce, Petersburg Chamber of Commerce, Colonial Heights Chamber of Commerce, Powhatan Chamber of Commerce, The Metropolitan Business League, Richmond Technology Council, Society of Human Resource Management, Southport Business Association, Virginia Hispanic Chamber of Commerce, The James Centers Office Buildings, Bank of America downtown office building, Virginia Minority Supplier Development Council, the Richmond Regional Planning District Commission, Small Business Administration, and Partnership for Smarter Growth.
	With DRPT, secured elected officials to attend and speak at the event The Honorable Betsy B. Carr, Delegate, 69th District of Virginia & The Honorable Jennifer L. McClellan, Delegate, 71st District of Virginia.
Telework IVA	Hosted a free telework workshop at Main Street Center; served as sponsor for technology workshops hosted by Sklar Technology to promote teleworking to specific clients; RideFinders received the Commonwealth Corporate Partner Award from the Girl Scout Commonwealth Council of Va for assisting them with instituting a telework Program.

Major Transit Initiatives GRTC

CBS 6 - Beat the Traffic Sponsorship	Conducted broad-based commuter campaign throughout the year that integrates RideFinders into CBS 6 traffic reports encouraging commuters to visit RideFinders Website or call us. This was an opportunity to have Amanda Meadows, traffic reporter, to attend RideFinders special events. CBS 6 has run a minimum of 25 Beat The Traffic promotional commercials per month. The promotional commercials are 30 seconds in length and are evenly distributed across all dayparts, including Prime Time! Since September 2009, CBS 6 has run an additional 15 10-second promotional commercials specifically driving viewers to the "Beat the Traffic" Website, which links to RideFinders Website and RideFinders advertising banners.
WRIC TV 8 Sponsorship	Broad-based commuter marketing on WRIC 8 news during the Air Quality reports Monday-Friday and weekends. Also discusses the importance of carpooling, vanpooling or taking transit with commuters being directed to RideFinders Website.
Regal Movie Theater Promotion	Conducted broad-based commuter marketing at movie theaters (Short Pump in Richmond; Southpark Mall 16 in Colonial Heights; Virginia Center 20 in Glen Allen, VA; and West Tower Cinema in Richmond; Westchester Common in Midlothian) for a total of 50 screens. RideFinders commercials are shown urging people to visit our Website or call for more information on services.
NBC 12 Ozone Alert Sponsorship	Broad-based commuter marketing during daily ozone and air quality reports Monday-Friday and rotating RideFinders advertisements on NBC 12's Website and splash page.
Chickahominy Middle School	Provided Clean Air Collateral (Air Quality Heroes Comic Books that meet state SOL standards) for distribution in their Education Centers.
Secured New Transit Media Fare Sales and/or Schedules Outlets	The Richmond Convention Center, Walgreens, Henrico Social Services, and businesses along the 360 Corridor.
Vanpool Formation Support	Advertised in local newspapers - <i>Southside Sentinel</i> .
Midlothian Day Parade	Sponsored Mobile Unit and RideFinders Collateral.
Virginia State Fair, Chesterfield County Fair	Provided Clean Air Collateral (Air Quality Heroes Comic Books that meet state SOL standards) for the Environmental Science Class.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
Partnership for Smarter Growth	RideFinders Executive Director, Von Tisdale, is and Honorary Advisory Board Member.
	River City Saunter - had tables and presented RideFinders program at venues throughout the region.
Association for Commuter Choice	RideFinders - Membership, Serves on Scholarship, Professional Development Curriculum, and Awards Committees.
	Account Executive is a graduate of the Leadership Academy with interaction with leaders on Capitol Hill and has membership in regional Chesapeake Chapter.
Greater Richmond Chamber of Commerce	As BizLinc sponsor, attended Business Council meetings for networking and business opportunities and was breakfast sponsor for local business council meetings.
Hopewell-Prince George, Petersburg, Powhatan, Colonial Heights Chambers of Commerce	Have memberships, conducted direct mail flyers advertising Green Partnerships and RideFinders services to entire membership; and provided newsletter articles.
Richmond Regional Planning District Commission	RideFinders is a voting member of the Technical Advisory Committee, a non-voting member of the Metropolitan Planning Organization, and a member of the Long Range Transportation Plan and the Interagency Consultancy Group committees.
Crater Planning District Commission	Attended and participated in TAC meetings.
Virginia Transit Association	Attended VTA Conference and several Board Meetings to integrate TDM.

Major Transit Initiatives
GRTC

TransitTalk.com	Developed and updated Website; developed and produced TV and radio ads; developed newspaper and magazine ads and hosted advocate workshops. This advocacy campaign was done in partnership with Partnership for Smarter Growth (PSG).
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Major Transit Initiatives Loudoun County

Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
Tyson's Express Commuter Bus Service	Implemented commuter bus service from Leesburg and Broadlands South to employment sites in Tyson's Corner. The service provides seven am and pm trips as well as a new shuttle to businesses east of Rt. 123. The service is averaging 200 passenger trips per day.
NuRide Carpool Incentive	Established an arrangement with NuRide to provide a NuRide incentive for employees who work in Loudoun County. The incentive provides a reward (\$5 Starbucks gift card) for signing up with NuRide and recording their first "green" roundtrip. Loudoun commuters who record three additional round trips can earn a second \$5 Starbucks card.
Park and Ride Lots	Loudoun County (LC) opened its first county-owned lot in January 2010. The Leesburg Park and Ride Lot is home to 691 parking spaces, six bus shelters and 24 bike lockers. LC Transit provides am and pm peak commuter bus service from this lot to the Washington Metropolitan Region. The County also leased spaces at the Christian Fellowship Church in Ashburn for commuters to park their vehicles and ride LC Transit commuter buses.
Green Business Challenge	A collaborative effort between Loudoun County Government and the Chamber of Commerce, the Green Business Challenge encourages business to track their efforts toward environmentally sound practices. This Green Business Challenge has encouraged many businesses to contact the Office of Transportation Services staff to discuss commuting options for their employees.
Countywide Transportation Plan	The Board of Supervisors adopted the Updated Countywide Transportation Plan (CTP) in June 2010. The County developed its first Transit Plan that was then incorporated as Chapter 3 (Transit and Mobility Options) in the CTP. The CTP contains Transit and TDM policies, transit service recommendations, as well as infrastructure recommendations.
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
Marketing Try Transit Week along with CARFREEMETRODC Day	Placed ads in local newspapers, sent emails to commuter bus riders, included an article in the employer newsletter and displayed posters in the County promoting these two events.
One Less Car Campaign	Created a month long campaign entitled "One Less Car" in which ads were placed in local newspapers promoting the idea of being one less car and highlighting a form of non-SOV travel each week, such as carpools, local transit, commuter bus and walking/biking.
Rideshare Tuesday	Marketing the concept originally developed by MWCOC/Commuter Connections entitled "Rideshare Tuesday." This campaign encouraged the public to consider carpooling at least one day a week, on Tuesday. Ads were placed in local newspapers and posters were placed in government facilities.
Advocacy for TDM/Transit	
Office of Transportation Services Staff	So far in calendar year 2010, staff from the Office of Transportation Services have attended 31 Commuter Information Fairs and Events within Loudoun County and adjoining jurisdictions. Some of these events were for large employers like AOL, Raytheon, Freddie Mac and Capital One. Others events were local: community Earth Day celebrations, Green Expo events and Reality Stores at the high schools.

**Major Transit Initiatives
Mountain Empire Transit (MEOC)**

Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Mobility Manager	MEOC's Mobility Manager provides case management services to the Transit Department, coordinates medical appointments and groups trips for maximum efficiency and economy, and evaluates problematic trips and passengers.
Volunteer Driver Program	The Mobility Manager has created a Volunteer Driver Program, which utilizes specially trained volunteers to provide transportation to passengers to appointments outside MEOC's service area. From August 2009 to July 2010, Volunteer Drivers have provided 120 one way trips to passengers for much needed specialty doctor's appointments. This service is growing monthly.
Passenger Attendant Program	MEOC's Passenger Attendant Program provides paid attendants to assist special needs or mobility impaired consumers by riding with them to and from medical and other appointments and provide shopping assistance as needed.
Public Transportation for Local Farmer's Markets	MEOC Transit also provides evening service to local Farmer's markets.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
MEOC (Mountain Empire Older Citizens) News	MEOC's Mountain Empire News is distributed to 12,500 homes quarterly to area residents and advertises MEOC's services, including transportation to the public.
Mountain Empire Regional Advisory Transportation Council (MERTAC)	On July 15, 2010, the MERTAC council met to discuss the enhancement of transportation services available to general public passengers in our service area. The group discussed the Volunteer Driver Program, Passenger Attendant Program, park and ride lots and strides made by the Mobility Manager to ensure efficiency, coordination of transportation services and quality assurance to the passengers we serve.
VDOT/Lenowisco Initiative	MEOC Transit staff has met with our Lenowisco partners to discuss future transportation planning to include park and ride lots to be served by public transportation.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
Disabled American Veterans and Local Veterans Affairs Clinics	The Mobility Manager has regular contact with local offices of the Disabled American Veterans, Veterans Affairs clinics, Developmental Services Board, and JCIL.
JCIL, Developmental Services Board (local)	
Southwest Virginia Regional Cancer Center and Mountain Laurel Cancer Support and Resource Center	Southwest Virginia Regional Cancer Center and Mountain Laurel Cancer Support and Resource Center to coordinate transportation for the most vulnerable in MEOC's service area.

**Major Transit Initiatives
Nottoway County**

Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Fort Pickett - New Service	Implemented new service to Fort Pickett.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Reach out to residents and business	Distributed promotion materials.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
	Member of CTAA.

**Major Transit Initiatives
Northern Virginia Transportation Commission (NVTC)**

Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Northern Virginia Regional Vanpool Study/Initiative	The purpose of the study is to set up an infrastructure between NVTC, PRTC, and GWRC/FAMPO to organize and capture the mileage data from various vanpool operations in these districts. Mileage data collected could then be leveraged for up to \$30 million in FTA 5307 funds. The contract to study the initiative and to formulate the infrastructure requirements has been executed.
TransAction 2040	Contract executed to begin updating regional 2030 transportation plan. NVTC is managing the contract to update the plan. Staff executed the RFP and staff will also assist with Public Outreach associated with the update.
Alexandria Real-Time Bus Information Project	NVTC is managing a project to provide real-time bus information in the City of Alexandria via SMS text messaging and web-based applications. The \$750,000 project will provide information on DASH buses initially, but will be expanded to cover WMATA and Fairfax Connector buses that operate within the City of Alexandria. This system is also the first transit deployment to interface with the RITIS, allowing the DASH bus data to be shared with third-party software developers.
Statewide ITS Initiative	NVTC is working with DRPT and ITSVA to develop statewide strategies and standards for ITS deployments. These efforts include a coordination strategy with the RITIS, which will eventually allow all systems in Virginia to provide and share bus location and arrival data with each other and with third party-software developers.
Grants Management	NVTC is managing FTA grants and matching funds for the City of Alexandria, City of Falls Church, and Fairfax County totaling over \$8.25 million, with an additional \$5.36 million to be awarded in September. The grant management services are provided with no overhead charges.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
NVTC Website	Maintain NVTC Website information. The site is updated regularly with information about recent studies, press releases and information related to transportation. NVTC has been archiving studies from paper to electronic format as an ongoing effort to preserve information and to make it more accessible.
Northern Virginia Transportation Authority (NVTA) Website	Maintain NVTA Website information. The site is updated regularly with information about recent studies, press releases and information related to transportation.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
NVTC's "Transit Keeps Northern Virginia Working" Tour	Hosted 14 legislators, two key house and Senate staffers, and local businesses for a tour of Northern Virginia's transit systems. Guests of the tour gained a better understanding of the transportation challenges faced by the region by riding Metro, VRE and every major bus system in Northern Virginia.
Pentagon Security Changes at the Pentagon Metro station	NVTC's Executive committee and staff worked with Metro officials, the National Capitol Planning Commission (NCPC) and Pentagon Security officials to prevent access to the Metro stations only elevators from being blocked off by proposed security changes.
Member of APTA	
Member of Virginia Transit Association (VTA)	
Member of the Transit Association of Greater Springfield (TAGS)	Staff is a member of the TAGS Executive Board and VP of Legislative Affairs. Staff is also working with TAGS to develop the TAGS Riders Club and has received a \$5,000 grant from Transurban to develop this program.

**Major Transit Initiatives
Pulaski Area Transit (PAT)**

Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Fairlawn and Dublin	Including stops in Dublin on down to the Fairlawn area, which borders the City of Radford. The cost is \$2 each way, however students going to the community B3college only pays \$1.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
PAT Has Advertized Both by Business and Residential	By business, we have advertized by radio NASCAR, High School Football and local announcements. By News paper, both local news papers were used with pictures and schedules. We also have set our tent up at local events and had games in which we give prizes with the New River Express and phone number, also popped pop-corn with information on the bag.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
	We have worked very hard with local groups such as our Chamber of Commerce, local business, the community college, the dept. of social services, and the United Way.

**Major Transit Initiatives
Town of Chincoteague (The Pony Express)**

Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Extended Service by a Week. (Seasonal Service)	None
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
	We have two free days, one of which the chamber of commerce pays the fare of the riders.
	Brochures are available at all hotels restaurants and shopping areas.
	Emails sent to all the businesses to encourage their patrons to use the transit system.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
	Chamber is active in promoting the transit system.

**Major Transit Initiatives
Valley Metro - Roanoke Bus Service**

Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
New Service	Added the new Social Service Complex for Martinsville/Henry County to existing route on the PART system.
New Technology	Continue to work to improve efficiency with the use of our on-board data, which includes GPS for tracking of vehicles. Increased the number of trips per hour in our ADA service. Implemented new scheduling procedures for customers.
Service Enhancement	Purchased and distributed bus tokens for both the Martinsville/Henry County system (PART) and the Alleghany Highlands bus system (The Mountain Express). Had several request from agencies and individuals for such a service.
Service Enhancement	Participated in Regional Coordination meeting held by DRPT in both the 5th and 6th Planning Districts.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Exhibit	City of Roanoke Schools EXPO, Edinburgh Square Health Fair, Roanoke County Parks & Recreation Touch A Truck event.
Sponsor	15th Annual Fund Raising Golf Tournament on September 16, 2010.
Website	Continued to update Website, making improvements to keep it updated with any changes in programs.
Marketing	Develops and distributed new brochures and posters in the Martinsville/Henry County area announcing route changes.
Consulted	Consulted the Town of Altavista concerning options for new transit vehicles for their public transit services, which is to start early next year.
Marketing	Developed a fact sheet to be distributed to partners such local governments and agencies describing RADAR and its services.
Marketing	Developed a <i>PowerPoint</i> presentation that was given to several local governments and agencies. Again describing RADAR and the services offered.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
Member	Roanoke Valley Chamber of Commerce, Alleghany Highland Chamber of Commerce, Roanoke County and Salem Chamber of Commerce, Roanoke Valley Better Business Bureau.
Member	Community Transportation Association of Virginia and Community Transportation Association of America.
Member	Technical Transportation Committee for the Roanoke Valley Alleghany Planning Commission. Roanoke City Mayor's Committee for the Disabled.
Participated	Local Grass Roots Committee for Transportation and Community Alternatives for Positive Prevention.

Major Transit Initiatives Winchester

Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
Service Extension	Service extension to include a new shopping center and an existing manufacturing facility.
Citizen's Insight Academy Presentation	Delivered presentation on Benefits of Public Transportation to City's Insight Academy (11 wk. free course on local government departments); all participants received free bus passes as an incentive to try public transportation.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
TV3 Website Ad and Broadcast Promo	Advertising campaign on local TV3 Website as well as promo during the morning and evening "Traffic at a Glance" portion of the broadcast.
Marketing	City of Winchester Facebook page.
Marketing	Partnered with Northern Shenandoah Valley Regional Commission on Dump the Pump day for a live radio remote to promote transit use.
Marketing	Booth at Shenandoah University during fall enrollment to provide information on local public transportation options for students.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc

**Major Transit Initiatives
Virginia Rail Express (VRE)**

Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e. WiFi), free bus pass, etc.
New Express Train Added to the VRE Fredericksburg Line	Based on customer demand, an "early express train" was added on the Fredericksburg line and is now at capacity.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.
Facebook and Twitter	In 2010, VRE launched both Facebook and Twitter accounts as a means of passenger communication and interaction. Currently, there are 1,381 fans on facebook and 689 followers on Twitter.
Security Campaign	In September, VRE launched its "Security is No Accident" campaign. New ID tags and information on how to be involved in keeping the trains safe was distributed to all passengers.
Community Outreach	VRE attended four transit fairs and two elementary schools advocating the use of transit.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
Membership	VRE is currently an active member of APTA and VTA.
Legislative Agenda	This fall, VRE's Operations Board will act on VRE's 2011 Legislative Agenda outlining VRE's positions and goals for the next legislative year.